MARCH
25 CENTS

Take Aspirin-Short cut to suicid

Physical Culture



The Outdoor Girl
-Get Her Health
and Beauty~

Vitality
Is Worth Million
to Executives
By B.C. Forbe

The Magazine of Efficiency, Personality and Mento

CHIROPRACTIC

Consists Entirely of Adjusting the Movable Segments of the Spinal Column to Normal Position

Why Do Medical Doctors Oppose Chiropractic?

"Great bodies move slowly," as is evidenced by the fact that the medical profession required more than 25 years to accept the discovery of the circulation of the blood by William Harvey, M. D., who was one of their own number. How much longer it will take them to accept Chiropractic nobody knows; however, it is a fact that an ever increasing number are adopting it to the exclusion of medicine.

There are some physicians no doubt who still speak disparagingly of Chiropractic, and you will find, as a rule, that those who rant the loudest know the least. Perhaps they are not entirely to blame, for if their lack of knowledge is the cause of their opposition, what is to be said of the responsibility of the patients who tell "white lies" to their family physician when he curiously inquires as to the source of their health?

When a patient whom the family doctor has treated for years for some chronic, incurable (?) disease gets well, and the physician inquires how it happened, the patient may be animated by kindness when he conceals the fact that he owes his restoration to health to Chiropractic, but he isn't doing justice to himself, the medical doctor or the Chiropractor.

In spite, however, of the bitter prejudice of some of the medical profession, and the reticence of the patients, there is an ever increasing number of M. D.'s all over the United States and Canada who understand, appreciate and practice straight Chiropractic to the exclusion of medicine and every other method, as witness the following selected at random:

"80% of the population are afflicted with some form of spinal defect; that is the cause of so much nervousness, indigestion, headache, rheumatism, mental weakness and other grave and dangerous diseases."—W. H. Shumley, M. D.

"When Chiropractic was brought to my attention I listened to seemingly extravagant statements relative to it, and I was offended because it reflected odium on the old time-honored profession in which I no longer sincerely believe. In time it dawned on me, however, that Chiropractic patients who had from a medical standpoint been considered hopeless cases, such as those with rheumatism, diabetes, Bright's disease, infantile paralysis and many other maladies, were getting well, so that I began to read up on Chiropractic. The more I read about it, the more I saw it to be the means of true salvation from the cause of disease."—F. A. Hall, M. D., D. C., Indianapolis, Ind.

"Vertebral adjustment is an art and a therapeutic procedure founded upon the theory that pressure upon a spinal nerve by a displaced, or more technically speaking, a subluxated, vertebra, is the physical and perpetuating cause of 95% of all cases of disease; the remaining 5% being due to subluxations of other skeletal segments."—G. H. Patchen, M. D., D. C., Editor of Health Culture.

"What the patient wants is results. If the medical doctor cannot give them to him, although he learnedly tells him what is the matter with him, and the irregular can, just so long those methods of treatment are going to have followers, and rightly, too."—Richard Cabot, M. D., Chief, Medical Staff, Massachusetts General Hospital.

"Chiropractic truth is so simple, so mathematically exact, that it seems too good to be true."—Lee W. Edwards, M. D., Omaha, Neb.

"Clinical records show that there is hardly a recognized form of disease that cannot be successfully treated by Chiropractic adjustments."—D. T. Krudrop, M. D., in Technical World Magazine.

"In the acute cases one gets marvelous results. Do not be afraid of such cases. In adjustments you have absolute control, and after a little experience you will soon realize you have an unequaled health system in your hands. I am in better shape to say that, because I have gone through every stage of 'mixing,' until today I am an out and out Chiropractor."—Yours truly, Frederick L. Fischer, M. D., D. C., Philadelphia, Pa.

"Chiropractic has passed through its trial stages; its years when the teaching was filled with errors, when men and women entered its ranks for the easy money there was in it, instead of the love for the betterment of the human race, and to alleviate human sufferings. The number of the educated classes that now testify to the efficacy of Chiropractic, lifts it out of the experimental stage into a science that mankind will bless."—By D. T. Krudrop, M. D.

"Results are what count, and Chiropractic adjustments when scientifically given, bring them, notwithstanding what our medical friends (?) may say to the contrary."—(Signed) Wm. A. Seeley, M. D., D. C.

"Chiropractic reaches successfully a larger number of so-called chronic diseases, and is so much superior to the drug method that it is truly laughable to compare them."—Alfred Walton, M. D., Philadelphia.

"Chiropractic removes the cause of disease more promptly, radically and permanently than any other known method."—Dr. G. H. Patchen, Editor, Health Culture.

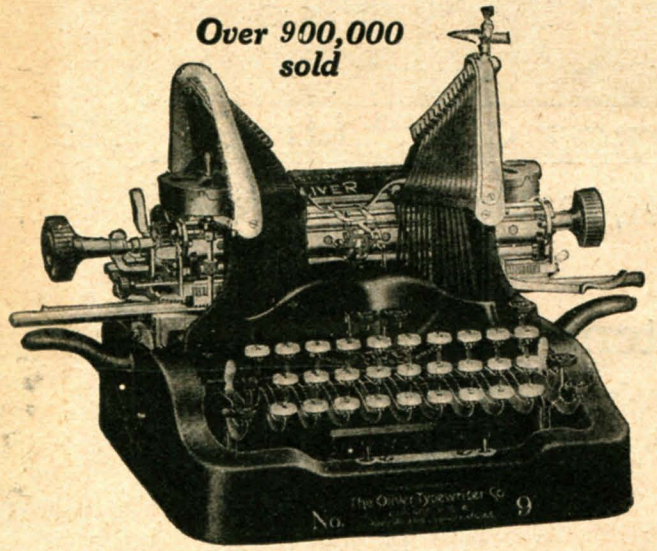
"I have been keeping my eyes open and observing cases under Chiropractic adjustments. I am convinced of the superior merit of this form of health practice."—Yours truly, H. G. Gould, M. D., Nephi, Utah.

UNIVERSAL CHIROPRACTORS' ASSOCIATION

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The Oliver is noted for its simplified and sturdy construction—for its freedom from trouble—for its year-in-and-year-out service and durability. It is distinguished for its handsome appearance, being richly furnished in nickel and olive green enamel.

You save $36 because you buy direct from the factory

A new Oliver nine, our latest and finest model, now only $64. The identical typewriter that sold for $100 before the war. Only our selling plan has changed, not the Oliver.

We now sell direct from factory to you. A sensible method, an economical method. We inaugurated this plan during the war, when economy was urged upon all of us as a patriotic duty. And we were glad to break away from the old system of selling typewriters. It was too complicated, too costly, too wasteful. It made the price too high.

We no longer have over 50 branch houses and sub-offices throughout the country. We save for you money that was going for high rents, employes' salaries, etc. We also save on traveling salesmen, whose salaries, commissions and road expenses had to be paid for in the price of the typewriter. Our new plan dispenses with these superfluous sales methods. The saving is $36, and it goes to you.

Easy payments

Over a year to pay—Only $4 a month

If you decide to keep the Oliver after free trial, pay us at the easy rate of $4 a month.

This gives you over a year to pay, and you have the use of the typewriter while paying for it.

Think of it—payments so small as to average only about 13c a day! Our liberal payment plan makes it easy practically for everybody to own the Oliver typewriter.

Don't think of renting or buying a second-hand machine of doubtful quality when it is so easy for you to own the superb Oliver!

What great concerns think of the Oliver

National Suit & Cloak Co., New York: "In our business, typewriters are kept busy eight hours of every day. It is necessary that we use machines that are not alone speedy, but those that will stand up under such conditions. It was for these reasons that we installed the Oliver, and are now using over 500 of these machines, having standardized in them."

Nau, Rusk & Sevearingen Co., Cleveland: "Our typing is of great importance in our work as public accountants. It is highly necessary that we get clean-cut figures, a perfect register, and the best possible copies. That's why we use Oliver Typewriters. The Olivers are 'on the go' constantly in our office. The operators have no trouble with them and find them very simple to operate."

Tropical Paint & Oil Co., Cleveland: "We find that the Oliver Machines stand up for years—and during their life they give us complete satisfaction. The downward striking type-bar—a distinctive feature of the Oliver—insures perfect alignment, which is always a great advantage with a typewriter."

Among other prominent users of the Oliver are: Morris & Co.; New York Central Lines; Boston Elevated Railway; Hart, Schaffner & Marx; U. S. Steel Corporation, and others of great rank.

Other prices went up with the war—the Oliver came down

Note how other commodities have soared in price since the first days of the war. Nearly everything has doubled or trebled in price. But the Oliver sells for $36 less than before the war! That shows the economy of our maker-to-user plan.

Let others think that costly sales methods are necessary. As for us we are very well pleased with the Oliver plan. Our business has increased fourfold in the past three years. And today we are again adding to our manufacturing facilities.

Commodity Prices, July, 1914 compared with 1920	
Breadstuffs—Increased	119%
Provisions—Increased	92%
Coal—Increased	241%
Textiles—Increased	103%
Fruits—Increased	142%
Oliver Typewriter—DECREASED	36%

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The coupon brings you an Oliver for free trial. Mail it today.

If you wish further information before ordering, mark the coupon for our catalog and copy of our amazing booklet, "The High Cost of Typewriters—the Reason and the Remedy."

Avoid disappointment—order now to secure immediate delivery.

Canadian Price, $82

The OLIVER Typewriter Company

233 Oliver Typewriter Bldg., Chicago, Ill.

THE OLIVER TYPEWRITER COMPANY
233 Oliver Typewriter Bldg., Chicago, Ill.

☐ Ship me a new Oliver Nine for five days free inspection. If I keep it, I will pay $64 at the rate of $4 per month. The title to remain in you until fully paid for.

My shipping point is.....

This does not place me under any obligation to buy. If I choose to return the Oliver, I will ship it back at your expense at the end of five days.

☐ Do not send a machine until I order it. Mail me your book—"The High Cost of Typewriters—The Reason and the Remedy," your de luxe catalog and further information.

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Occupation or Business.....

Physical Culture

Founded By Bernarr Macfadden

Volume XLV MARCH, 1921 No. 3

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Published Monthly by PHYSICAL CULTURE CORPORATION

Entered as Second-class Matter at the Post Office at New York, N. Y., June 10, 1908, under the Act of Congress of March 3, 1879

Business and Editorial Offices at 113-119 West Fortieth Street, New York City

London Agents, W. T. Edgar Co., Ltd., 51-52 Chancery Lane, London, W. C. 2

Bernarr Macfadden, President — Harold A. Wise, Secretary

PRICE $3.00 PER YEAR POSTPAID — IN CANADA, $3.55 — WITH FOREIGN POSTAGE $3.75

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IS PRAYER EVER ANSWERED? IF SO,

When, Where, Why and How?

IT HAS been discovered that when the financier goes into his private office, or the scientist into his laboratory, or the Christian retires to his closet, each is bringing the same law into operation, and the results which he secures will be in exact accordance with his ability to meet the requirements of the law.

We know that the Universe is governed by law; that for every effect there must be a cause, and that the same cause, under the same conditions, will invariably produce the same effect. Consequently, if prayer has ever been answered, it will always be answered if the proper conditions are complied with. This must necessarily be true; otherwise the Universe would be a Chaos instead of a Cosmos. The answer to prayer is therefore subject to law, and these laws are definite, exact and scientific, just as are the laws governing Gravitation and Electricity. An understanding of these laws takes the foundation of Christianity out of the realm of superstition and credulity and places it upon the firm rock of Scientific Understanding.

It is the solvent for every physical, economic, industrial, social and political ill in existence. In fact, it would appear to be the Creator's magnificent provision for the emancipation of mankind.

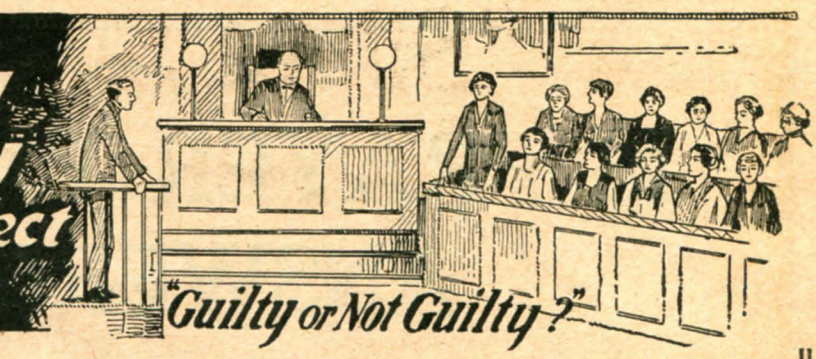
We will be glad to send evidence showing how thousands are making use of this discovery and thereby finding health, comfort, prosperity and "whatsoever things they desire."

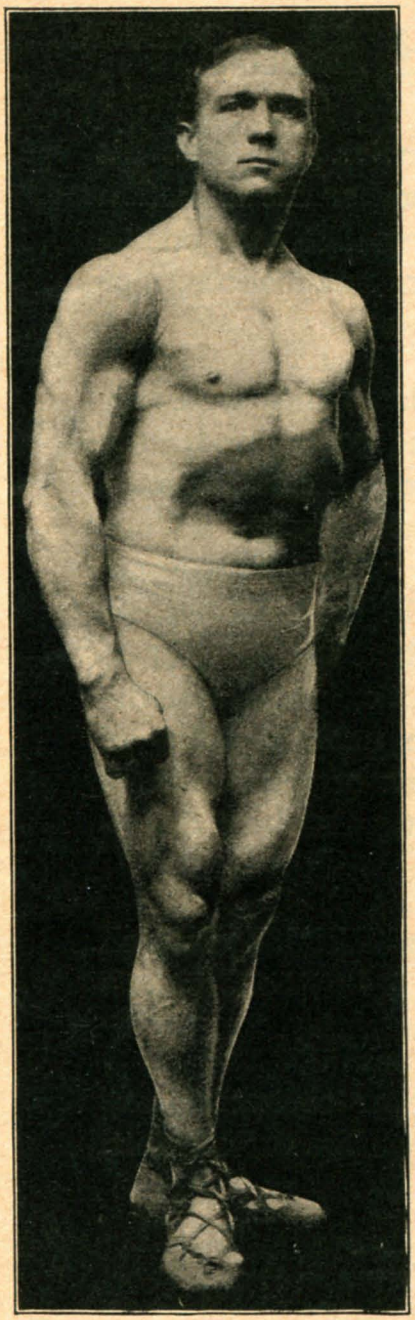
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Would the Jury Find You Guilty of Physical Neglect and Unfitness.





LIONEL STRONGFORT

Discoverer and original exponent of the correction and prevention of physical and health defects thru the development of internal and external muscular strength as outlined in the Principles of Strongfortism

The Real Wealth of the World is the Health of its People. Every nation is awakening to the fact that the health and physical condition of its men and women, boys and girls, is more important than anything else. Before very long, there will be stringent laws to eliminate physical neglect and unfitness and to enforce proper care of the body.

If these laws were put into action and you were on trial for physical weakness, *would the jury find you guilty and punish you* for neglecting and abusing your body? Remember that your body is Nature's supreme gift. It is your moral and legal duty to keep it clean, strong and healthy.

Physical Weakness is a Crime!

Mother Nature gave you a beautiful, healthy body. If you are sickly, impotent and physically deficient, *it is your fault.* You have violated every law of Nature—you have satisfied your desire for substances and practices that ruin the body—you have taken drugs for Constipation, Indigestion, Nervousness and loss of vitality because it is the easiest way. You commit a crime against your body by neglecting and abusing it and then you add insult to injury by swallowing a lot of drugs and dope that can never do you a cent's worth of good but are certain to harm you. Don't think for one moment that you can commit a crime against your body and get off "scott free" by buying a bottle of pills—such methods may please a lazy, shiftless individual, but Nature will not stand for such truck.

You Must Not Break Nature's Laws

The Laws of Nature are steadfast as the Rock of Ages. They are absolutely inflexible and as sure as you break these fundamental laws, just so surely will you suffer physically and mentally. Nature's Laws are kindly, but adamant. She is your best friend but will become your worst enemy if it be necessary to save you from the physical scrap heap. You know when you are guilty of breaking her laws. She will give you frequent warnings and if you do not use common sense and change your ways, you will be punished.

Let STRONGFORTISM Be Your Counsellor

The Strongfort Methods are based on Natural Law. You can't go wrong when living the Strongfort Way. These Natural Principles will prove to be your best friend and counsellor. Under my guidance in Strongfortism, you will be corrected, strengthened and developed in every part—every organ, structure and function will undergo a rebirth—your manly powers and vigor will be restored and you will be free from all infractions of Nature's Laws. You can't go on with your present haphazard habits of living. How can you expect to be a worthwhile man when your blood is loaded with the results of Constipation, Indigestion, Biliousness—your nerves depleted and every part of your body racked and weakened with the results of youthful errors and excesses? You must face the facts about your physical condition and realize that you will end up in physical, mental and financial disaster if you don't turn about face NOW and become the vital, vigorous, healthy man that Nature intended you to be.

Over twenty-five years' experience as a Professional Athlete, Strongman and Physical and Health Specialist fits me to counsel you in the ways of Nature. These truths, scientific facts and years of experience have been formulated into the Science of Strongfortism, Nature's First Assistant—the Science that is at your service now. You can follow these natural principles with wonderful benefit and relief, irrespective of age, sex, occupation or environment.

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..Thinness	..Nervousness	..Pimples
..Rupture	..Poor Memory	..Blackheads
..Lumbago	..Rheumatism	..Round Shoulders
..Neuritis	..Gastritis	..Lung Troubles
..Neuralgia	..Heart Weakness	..Female Disorders
..Flat Chest	..Poor Circulation	..Muscular Development
..Insomnia	..Increased Height	..Weak Back
..Vital Depletion	..Easy Childbirth	..Drug Addiction
..Youthful Errors	..Despondency	..Healthy Children
..Impotency	..Skin Disorders	..Manhood Restored

Name.....

Age..... Occupation.....

Street.....

City..... State.....

LIONEL STRONGFORT

Physical and Health Specialist

Department 260 **Newark, New Jersey**

How "Silent Simms" Became a Master of Speech

By MARTIN M. BYRON

"YOU are exasperating beyond words," shot out Mr. Worden. "Why didn't you keep Mr. Truesdale here? You knew I would be back in ten minutes."

Harry Simms gulped hard, and replied weakly, "I did try to keep him here, Mr. Worden, but he wouldn't stay."

"What? Wouldn't stay even ten minutes? Why, you could have kept him that long without his realizing it. Why didn't you *talk* to him about the weather, about peace, about the price of potatoes, about *anything*?"

This wasn't the first calling down I had heard Simms get. He had been with the firm for eight years and had reached the point where he was as much a fixture around the office as the desk or the chairs. He was a slow-going, steady plugger, earning $40 a week. He managed to keep busy in the Sales Department, keeping records of salesmen's reports. No one around the office seemed to notice him. He was so quiet that the only things that would start him talking were such momentous events as the beginning of the war or the end of the war. Even when his baby was born, Harry said only three words—"It's a boy."

It wasn't long before we nicknamed him "Silent Simms."

Yet the "Silent Simms" of two years ago is now our Sales Manager, regarded as one of the most brilliant men in our organization, getting an annual salary that runs close to five figures, and is slated for the vice-presidency!

How all this happened in so short a time makes one of the most remarkable stories of success I have ever heard. But let Harry tell the story as he told it to me when I asked him point-blank what sort of magic he used in transforming himself.

"Well," said Harry, "you remember when Mr. Truesdale came in that day and I could not hold him for ten minutes until the Chief got back? And when the Chief came back and found Truesdale gone, how he bawled me out? *That incident marked the turning point of my life.* I made up my mind that I was going to live down the nickname of 'Silent Simms,' that had fastened itself upon me to a point where I hardly spoke to my wife. I was just afraid. I had almost forgotten how to use my tongue. Perhaps I got that way because every time I opened my mouth I 'put my foot in it.' I was always getting in wrong. I would give instructions and then have to spend twenty minutes trying to explain them. I would dictate a letter and then have to write five more to explain the first one. I would try to explain an idea to the Chief and would get so flustered that I couldn't make myself understood at all. In my social life I became almost a hermit. We never went out because I was like a sphinx among people. I was the best listener you ever saw and the *worst talker.*

"Well, when the Chief called me down that day it was the 'straw that broke the camel's back.' It was the most humiliating experience I ever went through. I had been with the firm 8 years—was getting $40 a week—and was the office 'football.' I went home that night determined to learn how to talk convincingly, interestingly, and forcibly, so that I could hold people spellbound, not only for ten minutes, but by the hour. No more of the silent stuff for me. I had no more idea of how to do it than I have of how to jump across the ocean, but I knew that I wanted to do it and I knew that I would never get anywhere until I did do it. It took a shock to make me realize what it was that was holding me down to the grind of detail work, but when I finally realized why I was called 'Silent Simms' I began to investigate all that had been written on the subject of talking. I did not want to become a public speaker—what I wanted was the ability to talk as a business asset. I bought numberless books on public speaking, but they all taught oratory, and were so complicated that I gave up almost in discouragement. I continued my search, however, and was rewarded a few weeks later by hearing about the work of Dr. Frederick Houk Law of New York University, who was conducting a course in business talking and public speaking.

"You may be sure that I lost no time in attending the lectures. I went after them as eagerly as a hungry wolf goes after food. To my great surprise and pleasure I grasped the secret of being a convincing talker—the secret I had needed all my life—almost in the first lesson.

"Almost at once I learned why I was afraid to stand up and talk to others. I learned how to talk to a number of people at the same time. I learned how to make people listen to every word I said. I learned how to say things interestingly, forcibly and convincingly. I learned how to listen while others talked. I learned how to say exactly what I meant, I learned when to be humorous with telling effect, and how to avoid being humorous at the wrong time.

"More important than these vital fundamentals were the actual examples of what things to say and when to say them to meet every condition. I found that there was a knack in making reports to my superiors. I found that there was a right and wrong way to make complaints, to answer complaints, to give estimates, to issue orders, to give opinions, to bring people around to my way of thinking without antagonizing them, and about how to ask banks for a loan. Then, of course, there were also lessons on speaking before large audiences, advice on how to find material for talking and speaking, actual rules on how to talk to friends, to servants, and even to children.

"And the whole thing was so simple that in a single evening I learned the secrets that turned me into a very dynamo of ambition. I knew that I had at last found the road to Mastery of Speech. I began to apply the principles at once, and found that my words were electrifying people. I began to get things done. I began to put a new kind of ginger into my letters, into my memoranda, into my talks with customers, and with people in the office. In a little three minute talk with the Chief I nearly floored him with some ideas that had been in my mind for years, but which I had always been afraid to mention. It wasn't long before I was taken off my old desk and put at the city salesman's desk. You know how I made good. Seems almost like a dream now. Then, a short time later, I was given Rogers' job on the road, in the hardest territory we have. And when I began to break records there the Chief wired me to come back and gave me Morgan's job as the sales manager when Morgan was put in charge of the Seattle office.

"This great change came over me simply as a result of my having learned how to talk. I imagine there are thousands of others who are in the same boat in which I found myself and who could become big money-makers if they only learned the secret of being a convincing talker."

When Harry Simms finished, I asked him if I could not have the benefit of Dr. Law's Course and he told me that only recently Dr. Law had prepared a complete course in printed form which contained exactly the same instructions as he had given in his lectures. I sent for it and found it to be exactly as he stated. After studying the eight simple lessons I began to realize that Simms' success was the natural outcome of real ability to talk. For my own success with the Course has been as great as his. I can never thank Simms enough for telling me about Dr. Law's Course in Business Talking and Public Speaking

SEND NO MONEY

So confident is the Independent Corporation, publishers of "Mastery of Speech," Dr. Law's Course in Business Talking and Public Speaking, that once you have an opportunity to see in your own home how you can, in one hour, learn the secret of speaking and how you can apply the principles of effective speech under all conditions, that they are willing to send you the Course on free examination.

Don't send any money. Merely mail the coupon or write a letter and the complete course will be sent, all charges prepaid, at once. If you are not entirely satisfied, send it back any time within five days after you receive it and you will owe nothing.

On the other hand, if you are as pleased as are the thousands of other men and women who have used the Course, send only $5 in full payment. You take no risk and you have everything to gain, so mail the coupon now before this remarkable offer is withdrawn.

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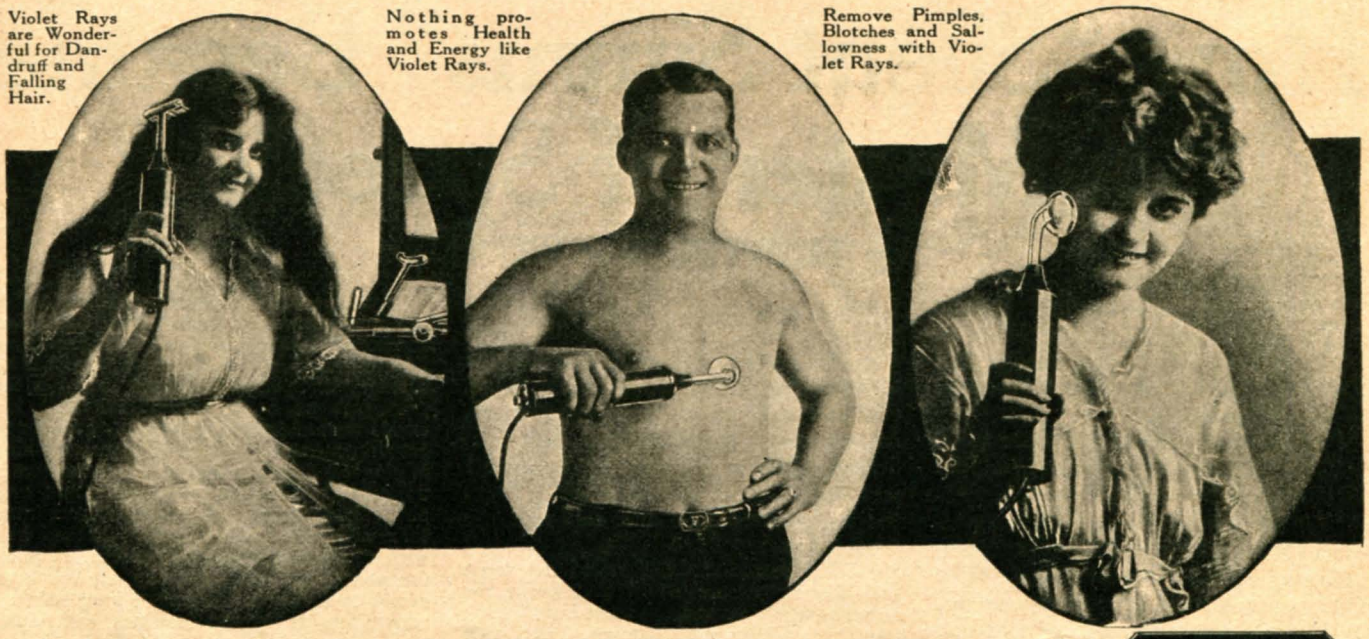
You may send me the Course or Courses checked below. Within five days after receipt I will either remail them or send you $5 for each in full payment, except as noted.

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☐ Mastery of Speech ($5) By Frederick Houk Law
☐ Drawing, Art, Cartooning Course ($5) By Chas. Lederer
☐ Super-Salesmanship ($5) By Arthur Newcomb
☐ How to Read Character at Sight ($5) By Dr. K.M.H. Blackford
☐ Money-Making Account System ($3.50) By Wesley W. Ferrin

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Remove Pimples, Blotches and Sallowness with Violet Rays.

A WONDROUS RAY

Gives You Radiant Beauty—Glowing Health—Throbbing Pulsing Vitality—So Quickly—So Easily—So Inexpensively



For nervousness nothing soothes like Violet Rays

At last the door is open to every man, woman and child. Now every one can avail themselves of the wondrous miraculous curative powers of the Violet Rays. The potent healing forces of electricity have been harnessed. Nicola Tesla the master scientist has discovered how to break up high powered electrical currents into a mist-like spray of tremendous healing power. You can double—yes, treble your energy. You can be beautiful—you can be vital and forceful. Physicians—Osteopaths—Beauty experts—hospitals and sanitariums have been getting the most amazing results in treating ***rheumatism—asthma—catarrh—colds—constipation—lumbago—nervousness—insomnia*** and other physical disorders and ailments.

And now YOU can have Violet Rays in the privacy and freedom of your own home.

VI-REX VIOLET RAYS



For Rheumatism, Lumbago and other pain try Violet Rays

At last—a portable Violet Ray machine with which you can treat yourself in your own home at less than one cent per treatment. Tens of thousands already in use. Attach to any electric light socket or use Battery Outfit Complete if you have no electric light. Carry it anywhere.

The Violet Ray, as used in the treatment of the body, sends a spray of mild, tiny currents through every part and organ; flowing through each infinitesimal cell, massaging it, invigorating it, and vitalizing it. That is why one is left with such a delightful feeling of health and buoyant energy after Violet Ray treatment. You can now enjoy the wonderful, energizing health-giving power of Violet Rays in your own home! This famous treatment, formerly obtainable from eminent physicians and beauty specialists at high fees, is now brought to you for your personal use, through new Vi-Rex Violet Ray Machine. You can make your body alive with vitality, your skin smooth and fine of texture, free from blemishes and sallowness. Soothe your nerves, build up your strength, feel the thrill of real vigor and "pep," and have a clear, unblemished complexion. All this you can have by the use of Violet Rays.



Violet Rays create Ozone for relieving Catarrh

NOT A HEAT TREATMENT—NOT A VIBRATOR

The Vi-Rex is not a Vibrator. It does not contract the muscles or shock the nerves. Its magic rays pass through every cell and tissue, creating "cellular massage"—the most beneficial electrical treatment known. It leaves no soreness after use, only a delightful sensation of agreeable relief. Violet Rays penetrate glass, yet are harmless even to infants. No shock. No vibrations. Better than gallons of drugs and liniments. Better than tons of cosmetics. Soothing or stimulating, as desired. There is nothing else that even remotely resembles Violet Ray treatments.

VI-REX ELECTRIC CO.
Dept. 114,
326 W. Madison St.,
Chicago, Ill.

Please send me, without any cost or obligation, your free book describing your Violet Ray Machine, and details of your free trial offer.

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Write For

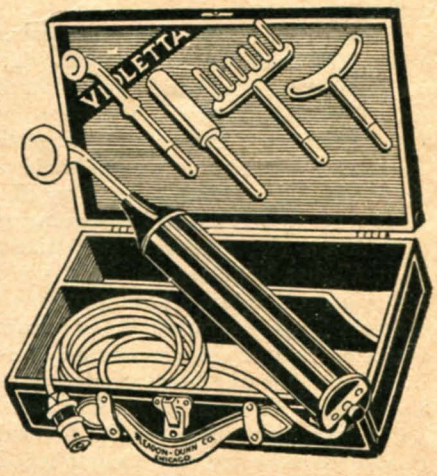
Free Book

and Trial Offer

Take twenty Violet Ray treatments in your own home. These treatments would cost you $50 to $100 at your physician's or beauty specialist's. Now, through our special, liberal offer, you can try Violet Ray treatments without risking a penny. Use this wonderful machine for ten days. If you do not find quick relief, if you do not feel better, sleep better, eat better, *look* better, send it back and you will not be out one penny. Prove to yourself that Violet Rays bring you the magic of electricity in its most wonderful curative form.

We want you to know in detail about the magic action of Violet Rays. We want you to see for yourself how it has helped thousands of others. We want you to learn what physicians, sanitariums and beauty specialists think about this wonderful new Violet Ray machine. Learn how you can have superb health and radiant beauty. See for yourself the superior points of quality of this instrument which attaches to any lighting socket. All this you will find in this great 52 Page health and beauty book which will be sent you free. Simply mail the coupon or write a postal or letter. Do this now, before our special free trial offer is withdrawn.

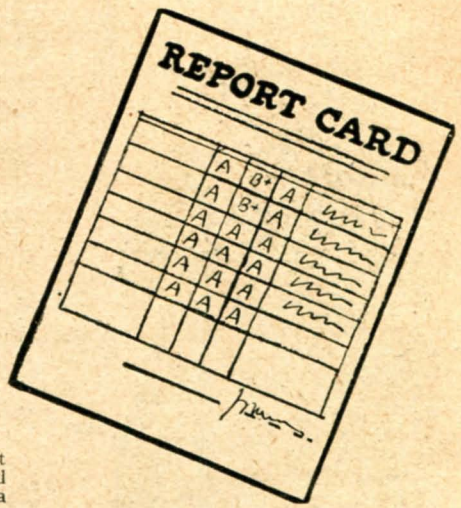
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Why My Children Lead Their Classes

How Richard and Barbara Morse, Two Average Children, with the Help of an Amazing Secret, Jumped from the Foot to the Head. Became Class Leaders in a Few Weeks.

By Mrs. FRANK A. MORSE



BUT, Frank dear, 'Dicky' isn't stupid and neither is 'Barbs,'—and they both study hard. They fully realize"—

"I don't care what they realize, their class standing is disgraceful—below the half way mark. I am ashamed to,"—

"Frank, please be reasonable. I have talked to them and I have talked to Miss Cross about them, and the answer is always the same, they do well enough in their daily class work but fall down on examinations. They haven't yet learned to assimilate."—



"All that stuff just won't stick in our heads"

"Well, then, they had better learn right away. How do you expect 'Dicky' is ever going to get to college if he can't pass an 'exam.' Look at little Vernon Nichols across the street. I know he is no brighter than either 'Dicky' or 'Barbs,' and he doesn't study half so much. How does he do it?"

"My dear, Vernon is 'an infant prodigy' --he has an abnormal memory, and, of course, finds it very easy to"—

"Well something must be done, that's certain. I won't have any more reports like these. Talk to Barbara and Dick, and tell them I said so."

The above conversation between myself and my husband took place directly after the children had brought home their mid-year examination reports. It was quite true, the marks were far from satisfactory, but how to improve them was a puzzle. The children themselves had simply said,—"All that stuff just *won't* stick in our heads"—and remembering my own school days, I sympathized with them. However, something must be done, as Frank had said, but I was at my wits end to know what.

A Wonderful Secret

A few days later, I chanced to meet Alice Nichols, and not unnaturally our conversation turned to the children. Mothers always think their own children the best and cleverest in the world; it is one of the delusions we women cherish most dearly, and it was with a pang of envy that I heard of Vernon's scholastic prowess.

"But, not every one is lucky enough to be born with a *card-index memory* like Vernon's my dear, I said, "and you,"—

"Catherine," Alice interrupted, "listen to me and I will tell you a secret,—Vernon's memory is not an inborn trait at all, he acquired it. In fact, it was because his memory was so very faulty three years ago that I took steps to develop it. And with the help of an amazing new method it was the easiest thing imaginable. I'll tell you about it if you like."

Alice Nichols did tell me, and altho it sounded like a fairy story to me, I decided to try it out. Perhaps it was more a motherly jealousy for my own children than anything else which prompted me to try her system. At any rate, "Dicky" and Barbara should have every chance I could give them. I promised myself that.

When I told Frank about the secret, he was very much surprised. "Why, by George," he exclaimed, "I know several men down town who have used that same system in business with the most remarkable results. Young Phil Kirkham says that he owes the whole of his amazing success to it, but I never thought of applying it to children's studies. I am afraid it will prove too complicated for them.

"Well, it wasn't too complicated for Vernon Nichols, and I am going to try it out anyhow, I said.

A Tremendous Surprise

Two weeks later, when Dick and Barbara came rushing into dinner their report-cards in their hands and jumped up into their father's lap,—a look of absolute astonishment appeared on his face.

"Surprise for daddy, surprise for daddy, they kept shouting—and it certainly was.

I had been helping them with the wonderful system which Alice Nichols had recommended, so I was not so easily surprised at some improvement, but when I saw averages of all "A's" and "B's," —well it seemed almost like magic.



Dick and Barbara came rushing into dinner—report cards in their hands

"And it's more fun, dad," Dicky was explaining, "just like a game,—I bet I can remember more things than you can,—come let's play,—you too Barbs." And if Frank had taken up "Dicky's" bet he would have lost. In fact, after that his son and daughter, so often proved to him they were smarter than their dad, that he himself decided to follow in their footsteps to hold his prestige. I wish I were able to tell you what wonderful things this amazing system did for him.

When June and graduation day came, Dick and Barbara were not just *near* the top, but actually at the top of their respective classes. And Frank was more delighted over it than if someone had suddenly made him a present of a million dollars. And from that day to the present time "Dicky" and "Barbs" have continued to stand at the heads of their classes.

Five Days to Try This Amazing System FREE

But you will want to know what this amazing thing is, which worked such wonders with my children. I will tell you, but I am not going to say very much about it because I am afraid my enthusiasm would lead you to believe that I was telling fairy stories.

It is the wonderful new Memory Course written and arranged by Mr. David Roth, the famous memory expert. It really is the most astonishing thing I have ever seen—so simple, so interesting and so absolutely practical—I cannot recommend it too highly.

For mothers who want to help their children make their study hours shorter and happier, and facilitate progress to good marks and high standing, there can be no more successful way. And my husband tells me that he has met more and more business men who are using it, and every one of them has been absolutely astonished with the results. They say it not only makes the memory absolutely infallible, but gives them a grasp of affairs, and a feeling of irresistible power, which they had never before thought possible.

But I must stop—see with your own eyes, just how Mr. Roth's publishers are making a special free offer, and you can look over the whole course for yourself. All you have to do is to fill in the coupon below and mail it right away, and the whole amazing course will be sent to you at once—*absolutely free for a five day trial.* At the end of that time, when you see just how wonderful this surprising course is, send only five dollars in complete payment. If you think that you do not need it just send it back, and you won't be out a penny. But mail the coupon this very minute,—the publishers told me that they might have to withdraw this great offer at any time. Act at once.

Independent Corporation, Dept. R-243, 319 Sixth Ave., New York

Independent Corporation

Dept. R-243 319 Sixth Avenue New York City

You may send me the Course or Courses checked below. Within 5 days after receipt I will either remail them or send you the price indicated after each in full payment.

- ☐ Roth Memory Course ($5). By David M. Roth
- ☐ How to Read Character at Sight ($5). By Dr. K. M H. Blackford
- ☐ Super-Salesmanship ($5). By Arthur Newcomb
- ☐ Mastery of Speech ($5). By Frederick Houk Law
- ☐ Ferrin Home Account System ($3.50). By Wesley W. Ferrin
- ☐ The Lederer Art Course ($5). By Chas. Lederer

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The Most Envied Man I Know!

By JOHN W. BLAKE



"Both he and his wife were overjoyed at the promotion."

FOR some reason Norman Cutler couldn't discover, his firm completely ignored him. Other fellows—often less experienced than he—were repeatedly promoted right over his head. Which made Norman feel—well, you know exactly how *you'd* feel in the circumstances.

But Norman wisely kept his thoughts and his feelings to himself. Some of the boys got to making veiled remarks about his "lack of spirit." But he answered them all with a quiet smile. For, you see, Norman had something up his sleeve.

One day he startled them all by proudly telling them of an important new position he'd landed with one of the biggest firms in the country, at a salary which took everyone's breath away.

NORMAN made good in his new position right from the start. Then he astounded everyone by winning a series of suprisingly quick promotions. It seemed as though he'd no sooner be promoted to one good position than he'd be pushed ahead to a still bigger one. In less than a year he rose to be the firm's highest salaried man. He was taken into the close confidence of the President and allowed to do pretty much as he pleased. Naturally, everyone envied him immensely and wondered how he did it!

He'd made a hit—a big hit—no doubt about that! He was easily the most favorably talked of man in his line. His fame spread rapidly. Firms the country over showered him with tempting high-salaried and profit-sharing offers.

In a little over a year Norman had progressed with his new firm to such an extent that he was made a Director and presented with a substantial block of stock. Today he is a personal pal of the Chairman of the Board and is comfortably fixed for life. Nothing can take his big job from him.

But what did Norman *do* to win such surprisingly quick and big success? *That's* what you want to know. Well, here's the answer: He quietly made use of a startling new discovery in success psychology. This new discovery has, in a few short months, *revolutionized the careers of thousands of men and women* the country over—as their greatly increased incomes show.

This astonishing new discovery is founded on the idea that every normal man and woman *already possesses all the powers needed to win rich success.* There is far more ability in the average individual than people around him realize—often more than he realizes himself. Ninety-five people out of every hundred are *greater by far* than they know. *Big money making power, great ability, often genius, is hidden within them.*

BUT how to *get at your hidden powers*—to tap them—to unleash them—to use them—so that they can be made to *make people recognize your ability* and bring you the rich rewards you are entitled to.

In Chicago is a young man not yet twenty-eight. Apparently he had no ability out of the ordinary—until he applied this new discovery. Instantly his work began to attract attention. Self-important department heads who had formerly ignored him now flocked around him and showered him with attention. He treated them all politely, but kept his secret. Within three months he was made executive head of the department in which he formerly worked as a routine clerk.

Under his management the department grew and grew. Soon it outrivaled in size and importance the department directed by the firm's highest-salaried man. Today this young man—not yet 28—has an income a bank president would envy.

An executive in Detroit felt that he had reached his limit with his present firm. For months he tried unsuccessfully to make the jump. Then he applied this new discovery. Within a week it brought him the very opportunity he was seeking. In a surprisingly short time he completely revolutionized the business. Profits undreamed of poured into its owners. Capitalists flocked around the executive eager to back him. He formed a company of his own. Today he is rich even beyond his dreams.

MORE money—*quickly*—is what a young man in the Middle West wanted—*had* to get. By good fortune he learned of this discovery. Within a few weeks he was utterly amazed to have his chief say to him, "I've just put you down for a 25% increase. I want to congratulate you on the remarkable ability you've shown in the past few weeks—I never knew you had it in you."

This young man continued to apply the discovery to his work. Then his firm opened a new branch office in a distant city. He was placed in charge of it. Both he and his wife were at first overjoyed at the promotion. But as time went on they began to miss the friends they had left behind.

Then it occurred to him to apply the discovery to social life. Before long both he and his wife were *eagerly sought after by many of the city's most charming and influential people.* This acquaintance has been of immeasurable help to our young friend, as you can readily understand.

* * * * *

THE whole of this startling new discovery which enables men and women to unleash their hidden powers and *to accomplish far greater things than they ever thought possible* is told in William G. Clifford's masterly Course, "LEADERSHIP." It doesn't matter in the least who you are or what business you are in. Apply the principles of "LEADERSHIP" and a *mighty success-compelling power you never knew you had will quickly spring forth. You will become a dominant power among men and women whom none can resist.* You will—but no need to tell you more. For the publishers are willing to send you the complete Course *wholly on approval.* Then you can see for yourself by *actual proof* the amazing things "LEADERSHIP" will do for you.

SEND NO MONEY

Send no money. Merely mail the coupon. The complete Course "LEADERSHIP" goes to you at once, all charges prepaid. It's yours to examine, test, apply and use in any way you wish for five whole days—*all at no cost or obligation to you.*

If for any reason it should fail to satisfy you, return it at the end of five days and you'll owe nothing. And if it delights you—as it surely will—send us only five dollars, in full payment, at the end of the five-day period. Surely no offer could be more fair and liberal!

YOU have always wondered how some men quickly achieve such astonishing success. *Now you can know! Now you can do for yourself the surprising things you've seen others do.* In less than thirty minutes after you begin to read this astonishing Course you will be a-thrill with a power you never knew you had. You will see clearly and distinctly the things that have kept you from greater success in the past. You will see exactly how to triumph over them *now* and in the future.

People by the thousands who have read "LEADERSHIP" tell us this—of the astonishing mental insight and power it quickly develops in them, and of the *rich rewards they have won by using these powers in their daily life.*

So utterly confident are we that "LEADERSHIP" will benefit you as greatly as it has benefited thousands of others that we make you the following remarkable additional offer: *If, after you have applied the principles of "LEADERSHIP" for three months, you feel that you haven't got your money's worth many times over, return the Course to us and your five dollars will instantly be refunded to you.*

Obviously, we could not afford to make such an astonishing make-good-or-money-back offer were we not *positive* of the great things "LEADERSHIP" will do for you. So get it at once. You've everything to gain and nothing to lose. Start today to win the rich success you've always wanted. Mail the coupon NOW while this astonishingly liberal offer remains open!

How to—

—develop brilliant mental powers,
—create the opportunity you want,
—get other people to help you win,
—influence everyone you meet,
—make luck pull strong for you,
—master new subjects quickly,
—get yourself favorably talked about.
—make people like you,
—discover your hidden powers,
—get winning ideas,
—cash in on current events,
—put your ideas "across,"
—get the knack of doing big things,
The secret of control over others.
A millionaire's secret of wealth-getting.

These are only a few of the hundreds of vital, practical, money-making, power-giving ideas and methods which are fully described in "LEADERSHIP."

Fairfield Publishers Inc.
110 West 40th Street, New York City

FREE EXAMINATION COUPON

Fairfield Publishers Inc.
110 West 40th Street, New York City

Send me, for five days' free examination, William G. Clifford's complete Course, "LEADERSHIP." I will either remail the Course to you within five days or send you five dollars in full payment.

It is further distinctly understood that if, after I have applied the principles of "LEADERSHIP" for three months from date of purchase, I should feel that I haven't got my money's worth many times over, I may return the Course to you and you are to instantly refund my five dollars.

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How Watching Faces Helped Steele to Make $11000 a Year

Little Signs That Reveal Character at a Glance Will Give *You* the Secret of Handling Men—the Shortest Road to Big Success

By Maxwell Steele



"Mr. Andrews is the Brunette or true 'buyer's type'"

"GIVE ME JUST TWO MINUTES TO LOOK ANDREWS OVER AND I WILL SELL HIM. MEET ME 9 A. M. WEDNESDAY, HOTEL EAGLE."

BRIGGS.

That telegram from my sales manager made me mad.

Mr. Andrews was the "hardest nut to crack" in my selling territory. On my last trip to his town he had fairly "got my goat." He was so cold, so unresponsive! And he had ended the interview by shaking his head and walking away. And on top of that I had got a rather sharp letter from Mr. Briggs, ending with, "Why don't you sell Andrews Company?"

It had peeved me. The more I thought about how hard I had tried to sell "Bay State" paints to Mr. Andrews the hotter I had become at my sales manager. Why didn't I sell Andrews? Why indeed! I'd like to see *him* do it.

Then I had done a nervy thing. I had written Mr. Briggs, "Will be back in Canbury on the 25th. If you think Andrews *can* be sold, I'd like to see *you* do it."

The telegram I had just read was my answer. It made me mad, but aroused my curiosity. How *could* Mr. Briggs learn enough about Andrews in "just two minutes" to sell him an order, when I had called on this "hard nut" dealer for two years and thought I knew him like a book?



"His eye said, as plain as print, 'You'll have to show me!'"

I met Mr. Briggs at the Hotel Eagle on Wednesday morning. When we arrived at the Andrews Company's big store there were several salesmen waiting to see Mr. Andrews, so we sat in the waiting room and watched them go in and come out one by one. Each time the door opened we caught a momentary glimpse of Andrews sitting at his desk—and each time this happened, Mr. Briggs abruptly stopped talking to me and gazed steadily at Andrews' face as if he was trying to memorize every detail of his features.

Our turn finally came, Mr. Andrews received us courteously, and Mr. Briggs' brilliant forceful sales talk soon warmed him up. He finally agreed that the "Bay State" products *were* a little better than those in the paint line he had in stock. I waited doubtfully to see what would happen when the question of *price* was reached. That was always the big obstacle with Andrews.

Mr. Andrews was hard as adamant on the price question. We stayed an hour, and finally left without a smell of an order! I thought we had been beaten ignominiously, but somehow Mr. Briggs hadn't lost his cheerfulness as we stepped out on the sidewalk. He didn't *look* beaten and I admired him for the way he took it.

When we got outside, before I had a chance to say, "Well, you see how hopeless he is, are you convinced now?"—and a lot more "I told you so" stuff, my sales manager said triumphantly:

"Mr. Andrews will give you his order tomorrow morning!"

I thought he had gone crazy, and I must have shown it by my startled look, for Mr. Briggs laughed, and said as he rushed off to the station,

"You'll understand it in the morning, Max. I'll mail you a letter tonight from the train. You have my permission to show it to Mr. Andrews tomorrow. After he reads it you'll get his order. He is a very *curious* man. Remember that. *He has the aggressive nose of the man who likes to lead; his eye says as plain as print, 'You'll have to show me'; and his mouth proves that he likes to make up his own mind. You'll get him, and it didn't take me more than two minutes to size him up either.*"

I was more puzzled than ever and waited impatiently for morning, and Mr. Briggs' letter. When I read it I jumped up and hurried out to see Mr. Andrews.

When I was ushered into his office I said that I appreciated his courtesy in giving me so much of his time, and that I merely wanted to wish him good-luck, and say good-by. Casually I said that Mr. Briggs had also asked to be remembered, in a letter that I had received that morning.

Mr. Andrews' curiosity was aroused. He wanted to know what our sales manager had said about him. I pretended reluctance, and hesitated. Mr. Andrews showed his curiosity even more. Finally I said that perhaps I might let him read the letter—in confidence—and handed it to him. His face was a study as he read it. When he had gone through it twice he spoke. "This letter has changed my mind," said Mr. Andrews, "get your order book out again. Sit down and we'll talk business."



"He has the aggressive nose of the man who likes to lead"

Mr. Briggs' prophecy had come true. He had sized up Mr. Andrews right. I did get Andrews' order, and it was a "whopping" big one. And what's more, I have sold him regularly ever since. He is no longer my prize "hard nut dealer."

Here is the letter that overcame Mr. Andrews' price objections:

Dear Max:—

Don't feel too discouraged about yesterday. Of course I was very sorry that we failed to convince Mr. Andrews that our paints, while higher in price than those he sells, would in the long run make more money for him.

I give him credit for being a very shrewd buyer, just as I admit he is the most progressive, intelligent dealer in Canbury, with the most attractive store, but he doesn't realize the fact that he could develop a much larger volume of business on *our* line—simply because of the better advertising and co-operation we could give him.

I suggest that you land the next best paint dealer in the town. Then we will get behind *him*, and our line, and boost him into first place. I wish that we didn't have to do this, for I had rather help Mr. Andrews to make more profit on his fine store, *but we have got to get* our share of Canbury's paint business. Go to it, and good luck, old man.

Sincerely,
BRIGGS.

I could hardly wait until I got back to the factory to talk with Mr. Briggs. I wanted him to teach me the "secret" of sizing up and handling men that had landed Mr. Andrews' business for us. I had had a demonstration of Character Analysis and I wanted to become able to use this wonderful power myself.

"Mr. Andrews' mouth told me he likes to make up his own mind"



"That was easy, Max," he said, "Some people yield quite easily to argument. Others are stubborn as mules. My study of Mr. Andrews' face while we were waiting that day showed me that he has to make up his mind in his own way, and also that he has great *curiosity*. He is also the brunette, or true 'buyer's type.' I acted accordingly, and you know the result

"You can do this easily by knowing certain simple things. Written on every man, woman and child are signs, as clearly and as distinctly as though they were in letters a foot high, which show you from one quick glance exactly what to say and to do to please them—to get them to believe what you want them to believe—to think as you think—to do exactly as you want them to do.

"Get Dr. Katherine M. H. Blackford's Course, 'Reading Character at Sight.' You have heard of Dr. Blackford, the Master Character Analyst. Many concerns will not employ a man without first getting Dr. Blackford to pass on him. Concerns such as Westinghouse Electric and Manufacturing Company; Baker-Vawter Company; Scott Paper Company and many others pay Dr. Blackford large annual fees for advice on dealing with human nature.

"So great was the demand for these services that Dr. Blackford could not even begin to fill all engagements. So Dr. Blackford has explained the method in a simple seven-lesson course entitled 'Reading Character at Sight.' Even a half hour's reading of this remarkable course will give you an insight into human nature and a power over people which will surprise you."

I took Mr. Briggs' advice and sent for "Reading Character at Sight." In nine weeks I had broken all sales-records for my territory, and had advanced myself from a "far below average" salesman to a "way above average" business-getter. Now although only six months have passed since that eventful day when Mr. Briggs told me about Dr. Blackford's Course, I have just received notice of my promotion to be Sales Manager of the "Bay State" company at $11,000 a year. Mr. Briggs too has cashed in on his superior knowledge of Character Analysis; he is now Vice President.

Learn to Read Character for Five Days Free

Such confidence have the publishers in Dr. Blackford's Course, "Reading Character at Sight," that they will gladly send it to you on approval. The complete course will go to you instantly on approval, all charges prepaid. Look it over thoroughly. See if it lives up to the claims made for it. If you do not want to keep it, return it, and the transaction is closed. And if you decide to keep it—as you surely will—then merely remit Five Dollars in full payment.

Remember, you take no risk, you assume no obligation. The entire course goes to you on approval. You've everything to gain—nothing to lose. So mail the coupon NOW, while this remarkable offer remains open.

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FREE EXAMINATION COUPON

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You may send me the Course or Courses checked below. Within five days after receipt I will either remail them or send you $5 for each in full payment, except as noted.

- ☐ How To Read Character at Sigh. ($5) By Dr. K. M. H. Blackford
- ☐ Roth Memory Course ($5) By David M. Roth
- ☐ Drawing, Art, Cartooning Course ($5) By Charles Lederer
- ☐ Mastery of Speech ($5) By Frederick H. Law.
- ☐ Super-Salesmanship ($5) By Arthur Newcomb
- ☐ Ferrin Home Account System ($3.50). By Wesley W. Ferrin

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ELBERT HUBBARD

Elbert Hubbard's "Message to Garcia"

ONE OF THE MOST INSPIRED PIECES OF WRITING IN THE ENGLISH LANGUAGE

WITH THE EXCEPTION OF THE BIBLE,
IT HAS BEEN MORE WIDELY DISTRIBUTED THAN ANY OTHER BOOK

OVER FORTY MILLION COPIES
OF IT WERE PRINTED DURING
THE LIFETIME OF THE AUTHOR

During the world war three of the allied governments distributed it to the boys in the trenches.

The Roycrofters have just printed a special edition containing portraits of the author and Major Rowan, who carried the Message. It is thoroughly Roycroftie.

We would like to circulate them among friends who are in sympathy with Roycroft ideals. You may have one of them for the asking and without obligation.

Our object in doing this is to get in touch with friends who would be interested in the Roycrofters' Memorial to the late Elbert Hubbard.

Should you care for one of these "Messages" just fill in the coupon below and mail to

THE ROYCROFT SHOPS

EAST AURORA NEW YORK

THE ROYCROFT SHOPS,
East Aurora, N. Y.:

I shall be pleased to receive without obligation on my part, a copy of Elbert Hubbard's "Message to Garcia" and further information about The Roycrofters' Memorial Edition of Little Journeys to the Homes of the Great.

Name

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DR. FRANK CRANE'S TRIBUTE TO ELBERT HUBBARD

One of the greatest losses to the world in the late carnival of destruction was the murder of Elbert Hubbard.

He was a distinctive American product. Few men have impressed their personality as he has done upon the general public.

He represented what Americans most admire: the force of personality unaided by organization. He belonged to no sect, cult, movement, or institution. There was no push of dead men's hands nor dead men's money behind him. What he did was by his unendowed, naked soul.

When the magazine editors, who after all are about as conventional as college trustees or church vestries, could not "see" his articles, he published them himself; and the people read them. They "saw" him—a strong, free, and debonair mind.

He was a modern heretic, and heretics are what live nations need. Men are constantly endowing institutions to perpetuate orthodoxy; but it is the heretic that is eternally in demand.

Although a heretic he was human. The trouble with most heretics is that they become as inhuman as the institutions they oppose.

He wrote on a level with the great public. His style was a marvel of simplicity and brightness.

He did not hesitate to use slang, even profanity and risky stories, occasionally. This offended many, but it attracted more.

The majority of people will pardon anything, so it is not commonplace. They would rather hear a man say "damn" and be interesting than to read ten magazine pages that are poky.

His ideal was success. His "Message to Garcia" is probably the best extant brochure on efficiency.

He was canny. He had that practical sense most heretics lack. His heresy was almost as profitable as Billy Sunday's orthodoxy. He was not ashamed of his prosperity. His philosophy was somewhat Nietzschean. And he was frank about it.

He had many enemies. But he knew that active enemies are one's best advertisers.

Few of us agree with him. That is why he did us all good. He made us think. A writer you always agree with is about as much use as a pipe of tobacco.

He did a deal of good by the courage and cheer of his writings. He was an energetic optimist. Thousands loved him and were helped by him.

To his critics we might recite William Watson's judgment on Burns:

"Not ours to gauge the more or less,
The will's defect, the blood's excess,
The earthly humors that oppress
The radiant mind.
His greatness, not his littleness
Concerns mankind."

Was Hubbard a great man? Let us see. There's one way of testing it, perhaps the best way. It is this: Who could take his place? There isn't a college president's place nor a United States senator's place, nor a governor's place that could not be filled tomorrow if its occupant were removed. There are ten men waiting for almost every man's job in this country, and most any of them could fill it, at least fairly well.

But does anybody know of a man in all the world that can occupy the vacant chair in East Aurora?

Therefore I say Elbert Hubbard was the man America could least spare.

The Germans couldn't have hurt us worse. We have no cathedrals over here, such as Rheims or Milan or Notre Dame de Paris. We have great personalities, such as Theodore Roosevelt, Jane Addams, and Elbert Hubbard. Let the bandits kill them, if they would strike us a vital blow.

The Secret of Earning Big Money

How It Brought this Man $1000 in Thirty Days!

MY earnings during the past thirty days were more than $1,000" writes Warren Hartle of 4425 N. Robey Street, Chicago, whose picture you see on this page.

Yet previous to this he had worked for ten years in the railway mail service at salaries ranging from $900 to $1600 a year. What was the secret of his sudden rise from small pay to such magnificent earnings?

It was the same secret that has brought hundreds of others success, independence and money beyond their fondest dreams.

The stories of these men's amazing jumps to the big pay class read like fiction; but they are matters of record and can be verified by any one on request. Here are just a few examples, as told in the words of the men themselves:

"I had never earned more than $60 a month. Last week I cleared $306 and this week $218. You have done wonders for me." Geo. W. Kearns, 107 W. Park Place, Oklahoma City, Okla.

"My earnings for the past thirty days are $1,562 and I won Second Prize in March although I only worked two weeks during that month." C. W. Campbell, Greensburg, Pa.

"My earnings for March were over $1,000 and over $1,800 for the last six weeks, while last week my earnings were $356." J. P. Overstreet, Dallas, Texas.

And there are more—hundreds more. So quickly did these transformations from small pay to big money take place that they appear almost incredible. Almost over night these men left behind them the drudgery of low pay routine jobs for fascinating work, independence and rich financial rewards. It seems as if nothing short of the magic of an Aladdin's lamp could bring such sudden good fortune.

Perhaps you will say that these men represent those rare exceptions who seem destined to success—those favorites of fortune who every so often come to startle the average run of men with their whirlwind rise to the top.

But now comes the most amazing part of it all! What these men have done, hundreds of others have done, hundreds are doing today, and hundreds will do tomorrow. *You* may be one of them, for now the same opportunity that put these men into the big money class is open to you! *You* are going to read here and now, just as they read at one time, the secret of earning big money.

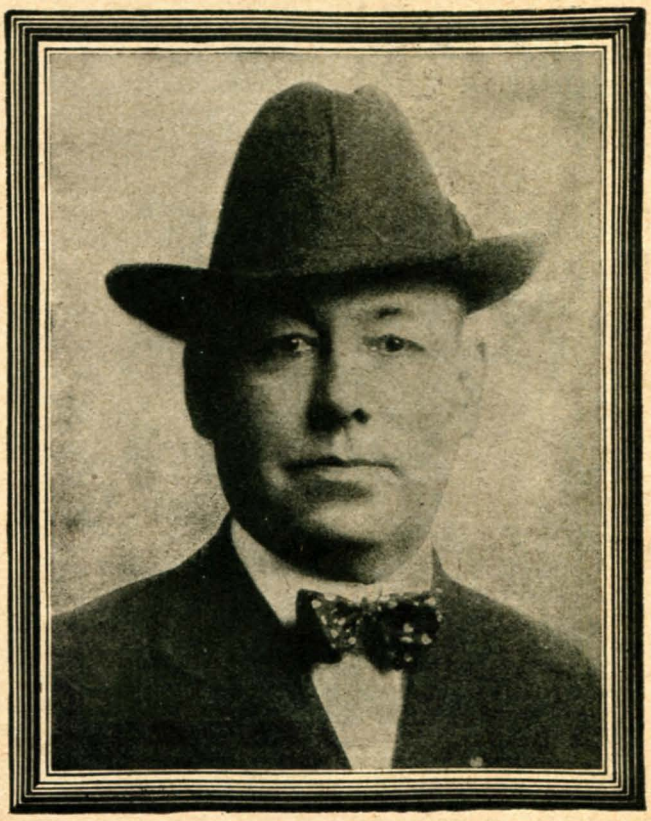
Then *in the next five minutes* you can take the same first step that brought to them such extraordinary success.

The Secret Disclosed

What is the secret of this amazing quick success? What is the mysterious force that can lift men out of the rut and place them in the ranks of the big money-makers?

There is really no mystery about it. It is simply a matter of cold business fact. The "secret" is that *the big money is in the Selling end of business. And any man of normal intelligence and ambition can quickly become a Star Salesman.*

You may think, as many do, that the highly-paid Stars in Salesmanship are "born" to their calling—that the ability to sell is a natural gift. Then you will be surprised to learn that the men whose earnings have been quoted had no special qualifications for Salesmanship. In fact, hundreds of cases could be cited of men who had never had a day's experience in Selling; they came from all walks of life, from all fields of work—they had been clerks, bookkeepers, mechanics, farmhands, etc., and today they are Star Salesmen, earning greater incomes than they had ever hoped to attain.



Warren Hartle

What Makes a $10,000 a Year Star Salesman?

If you had told these men that such brilliant success awaited them in the field of Selling they would have laughed at you—they would have told you that it was absurd to think of their becoming Salesmen, for they had never sold a dime's worth of goods in their lives!

Then what was it that suddenly transformed them into Star Salesmen? Ask them, and they will answer "the N. S. T. A." It was the N. S. T. A. that made them Master Salesmen and placed them in good selling positions through its Free Employment Service.

The National Salesmens Training Association is an organization of top-notch Salesmen and Sales Managers that has fitted hundreds of men for big Selling positions—has taken them from obscure places in the world and made Star Salesmen of them—has made it amazingly easy for them to earn bigger money than they had ever dreamed possible. How?

Listen, you men who Sell and you men who never had a day's Selling experience: There are Secrets of Selling that only Star Salesmen know; there are certain fundamental rules and principles of Selling that every Star Salesman uses. There is a way of doing everything that makes success easy and certain. There is a Science of Salesmanship.

Once you know these fundamental rules and principles you are qualified to take *your* place in the ranks of the Star Salesmen. And you can learn the Secrets of Selling in your spare time at home—in the odd moments that you now pass fruitlessly. If you are earning less than $10,000 a year, then read the following carefully.

The Turning Point In Their Lives

The success of the men quoted above—and the success of hundreds of others like them—dates from the day they mailed a coupon—a coupon just like the one shown at the bottom of this page. This coupon brought them, just as it will bring to you, an amazing story of the way to quick success in Salesmanship. It brought them complete and irrefutable proof that they, too, no matter what they were doing or what their past experience had been, could quickly become Star Salesmen. It brought them full particulars of the wonderful system of Salesmanship Training and Free Employment Service of the National Salesmens Training Association.

Surely you owe to yourself to at least examine the evidence. All that is required is to mail the coupon without delay. It will bring you, entirely free of cost, a fascinating Book on Salesmanship and the remarkable stories of the quick success of others, told in their own words. It will bring you convincing PROOF that you can become a Star Salesman, in your spare time at home, regardless of your past experience or what you are doing now. And you will see just how the Free Employment Service of the N. S. T. A. has helped others to splendid Selling positions and how it will do the same for you just as soon as you are qualified and ready.

In short, the simple act of mailing the coupon or writing may mean the turning point in your life as it has been in the lives of so many others. It is the first step toward the amazingly quick success that awaits you as a Star Salesman. Take it NOW. Address

National Salesmens Training Association
Dept. 28-C Chicago, Ill.

National Salesmen's Training Association,
Dept. 28-C Chicago, Ill.

Without obligation on my part send me your Free Salesmanship Book and Free Proof that you can make me a Star Salesman. Also tell me how the N. S. T. A. Free Employment Service will help me to a selling position and send list of business lines with openings for Salesmen.

Name.....

Address.....

City.....

"Your company places SERVICE always foremost"

*** * * "The growth already made shows that your methods produce unusual results," writes Henry E. Morton, prominent manufacturer of Muskegon Heights, Mich.**



Mr. Morton standing beside one of the 3½ year old trees on his forty-five acre-units on our plantation.

Muskegon Heights,
Mich.,
July 15, 1920.

Ever since 1917, when I purchased my 45-acre pecan orchard from you, I have been wanting to go to see it, and several times had all arrangements made, but unforeseen events arising suddenly in my business prevented my going until now.

Of course, I satisfied myself before buying that an investment in your pecan orchards is sound and profitable, and I received your reports from time to time showing progress, so that I knew my trees were receiving the best of care and were growing nicely, and yet naturally I wanted to see them. I am happy to say that my orchards were fully as good as reported—the thrifty, strong-trunked, heavy-headed trees are in many respects better than I expected.

Your Medium Height Pruning System has produced wonderful trees. They are developing thick, strong trunks and branches, and large, symmetrical heavy heads. Your thorough cultivation, with tractors, mules and hoeing around the trees by hand, on every part of the plantation, keeps the soil in the best possible condition to promote growth. **The growth already made shows that your methods produce unusual results.**

The foundation idea underlying all your plans seems to be service, and as a manufacturer of many years' experience selling to many of the largest concerns in this and other countries, I have learned that service and the application of the Golden Rule are the foundation of all success.

All businesses and all persons are measured by the service they render. **My visit to your plantations has shown me that your Company places service always foremost,** and that you stand for a square deal. In cultivation and pruning and in every way the trees are treated as individuals and each tree receives individual attention. When the thirty-five hundred acres now planted will have passed through the development years, the Keystone Pecan Groves will be a place of beauty and will be a perennial source of profit to the owners of the units.

The orchards now planted will be able to supply only a small fraction of the demand already existing for these pecans, and with your marketing facilities reaching to all parts of the civilized world, the opportunities in this field are unlimited.

HENRY E. MORTON.

CLIP THIS COUPON

ELAM G. HESS, President, Keystone Pecan Co., Inc.
Box 401, Manheim, Pa.

Please send me without further obligation on my part a copy of your book, "Paper Shell Pecans."

Name.....

Street & No.....

City.....

State.....

Our Free Book, "Paper Shell Pecans"

contains other letters from unit owners. It shows the wonderful opportunity open to the man who grows pecans under our co-operative profit-sharing system, proving every statement by noted food authorities and foremost agricultural experts. It is profusely illustrated with pictures of pecan orchards on our plantations of nearly 7400 acres in Southwest Georgia, where pecans thrive best. It explains the easy, deferred payment plan by which you place your money where it grows and makes clear the insurance plan by which your estate obtains deed in case of death without any further payments.

Get that book today. Read it carefully. ACT NOW while you can still get orchards of this season's planting.

ELAM G. HESS President, KEYSTONE PECAN CO., Inc.
BOX 401, MANHEIM, LANCASTER CO., PA.

Reference: Keystone National Bank, Manheim, Pa.

ACT NOW — PRICE Advances April 1st

They recognize the increasing demand for a better, sweeter, purer source of fat and protein than animal flesh. They realize the force of Dr. Kellogg's statement that "Nut protein is the best of all sources upon which the body may draw for its supplies of tissue building material," that "Nut fats are far more digestible than animal fats," that "On account of their high fat content they are the most highly concentrated of all natural foods. They realize that decreasing cattle range may restrict the production of animal flesh for the future, but that one acre planted in such nut trees as the pecan will, as Dr. Kellogg points out, produce twenty times as much food as would be produced by the fattened steer and "food of the same general character, but of superior quality."

Careful consideration of food values and agricultural statistics and of the economic factors have shown them that "Pecan production is destined to become one of the most important lines of orchard development in the United States," as Vol. 54 of the United States Congressional Record states.

They realize from their careful study of all the facts in the matter why Mr. E. Lee Worsham, formerly State Entomologist of Georgia, says "In my opinion the pecan growers of South Georgia have the finest horticultural proposition in the United States." They know from their own experience that "We have now one pecan where we ought to have a million," as Burbank says.

In nearly every case orchard unit owners increase their holdings after they have visited the plantations and seen for themselves the special expert service which we give these pecan orchards at every stage of the development.

The letter of Mr. Morton, quoted on this page, is typical of the high degree of satisfaction which our orchard unit owners find in the care and cultivation given their trees.

PHYSICAL CULTURE

BERNARR MACFADDEN'S VIEWPOINT

What Children Should Read

ENVIRONMENT is the greatest force in the development of child life. And, as soon as reading becomes a habit, it is an important factor. Many parents are confused and troubled as to just what is best for their growing children to read.

Some believe that the subjects discussed in *Physical Culture* should be kept from them. For example, we recently received a letter from which the following is quoted:

"I have been reading your magazine regularly. I have two growing children between the ages of fourteen and sixteen in my home, and I am doubtful as to the wisdom of allowing them to read it.

"In a recent issue you freely discussed editorially a venereal topic, and I have been wondering if my children should be permitted to read literature of that sort. While I agree with you that such subjects should be discussed freely, I am not satisfied as to whether I am justified in this opinion."

There has never been anything published in *Physical Culture* that could not be read with advantage by children from fourteen to sixteen, or in fact by any children whose minds are sufficiently developed to be able to read.

You can rest assured that long before a child is able to read, sex-consciousness comes into his or her life in a very definite manner, partly, no doubt, because of the precociousness of the children of today, but largely because of their natural instincts. If you could keep your child away from companions of the street or school, you might be able to delay the development of this phase of his life greatly. But I doubt whether you could even under such circumstances, retard the coming of sex-consciousness beyond the period when the average child learns to read; especially if the highly stimulating diet of the usual home is used.

Parents seem unable to recall their own childish experiences. Somehow they seem to forget that children of today are fundamentally just like those of their own generation; though we will have to admit that the new generation is far more precocious. This is not due to the children but to the age. There is more to see, more to read, and altogether more rapid development of civilization. And this must necessarily influence and hurry on the development of child life as well as adult life.

The exact period in a child's life when it is best to begin the free discussion of these subjects is a problem that must be settled by each individual parent. It might be well for parents to keep in mind that if they do not settle this question early enough, they will find suddenly, that their children have already secured the information from other sources.

I will never forget the experiences related by the father of four boys.

He had heard a lecture in which the importance of informing children at an early age on sexual subjects was emphatically presented. The next day he called in his twelve-year-old boy, with the purpose of enlightening him on these important points. But he found that he was several years too late. He next called in his ten-year-old boy, and again found that he was behind the times. Horrified at the demoralizing influences which he realized had come into the lives of his sons, he called his eight-year-old boy to him, determined that he, at least, should learn of these matters first from his own father. But the eight-year-old boy had not only discussed these things on many occasions with other children, but he was able to talk glibly about it with his father. And the man found furthermore, that even his six-year-old had acquired much of the knowledge possessed by his other sons.

Sex is a subject that is entirely avoided in the average household. And there can be no greater mistake in dealing with growing children. There is no necessity for making the theme commonplace, nor to discuss it in any way that will lower the high ideals that should be associated therewith. But first and foremost the parent must forestall the school or street gossip that comes to every growing child. And that means that questions must be freely answered when presented, and I am confident as previously stated, that there is nothing in *Physical Culture* that cannot be read with advantage by children who are sufficiently advanced mentally to be able to read.

Physical Culture is distinctly a home magazine. It stands for health in the home, physically, mentally, and morally. It believes in a wholesome, broadminded attitude toward sex at all times. The subject must not be avoided. There should be no squeamishness in connection with it. It should be talked of freely when the necessity arises. But the sacredness of the theme should always be recognized and emphasized. It should not be pulled down from the high place that it should hold in the minds of adults as well as of growing children.

Many parents who are impressed with the idea that the subjects discussed in *Physical Culture* are new to their children, will often find that they are mistaken. And you can rest assured that anything that children get out of this magazine will be distinctly better for them than getting it from ignorant, unclean sources.

Physical Culture will present the subject to them in a proper light. It will keep their minds from becoming distorted by prudery or tainted with the vile significance with which this subject is usually associated when discussed with companions of the street and school, with which the average child comes in frequent contact.

You cannot teach your child too early the importance and sacredness of sex. *Physical Culture* will be of material aid to you in the performance of this very important duty.

Athletes Make Best Intelligence Test

SO many parents criticized the college authorities for their support of athletics, that the University of Chicago recently carried on a series of tests with a view to determining beyond all possible doubt the actual influence of athletics on mental powers. The psychology department of this university has announced the results of these tests. They put the various campus heroes to what is termed the Thurston intelligence test, and these athletes made a much higher rating than the average student.

First of all, the leaders in athletics were picked by

questionnaires sent out to the students, and twenty of the best athletes of the university were given the test referred to.

One would think that the free discussion of the importance of physical energies in newspapers and magazines, would long ago have settled the question as to the value of athletics in the growth and development of the mind. The average parent should also realize the necessity and the value of building a strong, hardy physique that comes with athletic training. The war should have taught this important lesson, but apparently it did not. But now that such an educational institution as the Chicago University has proved the definite value of athletics in mental life, it is to be hoped that these old time prejudices of parents will vanish at last. Athletics can never be a waste of time, unless it is overdone, or results in strain or injury of some sort.

Athletics and other forms of exercise develop the surging bodily energies that every adult of both sexes should possess. With health and real vital vigor, you possess a capital that cannot possibly be financially valued. It is worth more than money, regardless of the amount. We are prone to overestimate the value of mere financial wealth, and underestimate the importance of physical wealth.

Fond and foolish parents will often literally make slaves of themselves that they may put away enough money to make their children pecuniarily independent. And these same parents will be so unbalanced mentally that they will give little or no attention to the development of physical wealth, which is far more necessary to their children than money.

Furthermore, unearned wealth is always of questionable value. The rewards that come to you without effort are not appreciated, and are usually of little or no benefit.

There is one duty that parents should recognize above everything else. And that is the necessity of starting their children in life with the surging energies associated with a fine physique. They will be capable of surmounting almost any difficulty if they are thus prepared to fight life's great battle. It will help them through difficulties where money cannot help at all. No matter how much money you may leave your children, if they do not possess this physical capital at maturity, they are poor indeed. Their lives cannot be full, rich and happy then, and the parents are usually to blame. Regardless of how defective the physical inheritance at birth may have been, the proper care and development of the body will usually bring physical wealth.

Do your duty toward your children, insist upon the developing of their physical powers; help them to become fine specimens of manhood or womanhood. A parent who can justly say that he has performed this duty is an honor to himself, his progeny, and his country.



Economy in Diet

FAMINE has recently taken millions of lives in Europe. The war left devastation behind it in many countries.

We have heard many details recently, of the starving children in China. And we have been informed that for the sum of ten dollars, one of these children can be fed for a year. This statement seems difficult to credit, when we estimate the amount it takes to feed children in this country. In most communities the larger part of a ten dollar bill is spent in feeding a child for one or two weeks. And therefore we are inclined to question the possibility of supporting a life for ten dollars a year in China.

Dietetically, as otherwise, we are creatures of habit. The luxuries of one generation become the necessity for the next. In fact, this change sometimes requires only a few years. When we talk of "the high cost of living," we unknowingly refer to what some foreign people would consider "luxurious gourmandizing." The variety of food consumed on the average American table is not only unnecessary, but it is the direct cause of numerous diseases, and of premature death.

Almost all human stomachs are overburdened, not only by the quantity of food introduced, but because the character of the food is often questionable. Suppose, for example, that we were compelled to live on the cheapest possible diet. Could we in any way approximate the ten dollars a year estimate given for feeding a child in China? You will doubtless be surprised to learn that it is possible.

Any one of the various grains, wheat, oats, barley, corn or rye, will support life without the addition of any other food. Let us take wheat, for example. If you are what might be termed a hearty eater, you might be able to consume from a half pound to a pound of wheat per day. A pound of dry wheat, if cooked in water, will swell to far more than double its bulk.

If wheat or any of the grains are cooked, they make a very palatable food if one is truly hungry, and the nourishing qualities of the grain cannot be questioned. Wheat at the present time is about two dollars a bushel. If you were to consume a pound a day, therefore, at this rate in this country at the present price, it would cost you twelve dollars a year to feed yourself.

And the probabilities are that if you were to adopt a diet of this kind, you would be in a better condition at the end of the year than you are at present, by following the usual American, devitalized, stuffing diet. The average European who has been compelled to live on what he can get, doubtless considers us a nation of gluttons. And it is certainly true to a large extent, for there is hardly an individual who would not be benefited by lessening the variety and the quantity of foods used at each meal.

As to the character of the food used, much of it is worse than waste. Waste will pass through the alimentary canal and is frequently of aid as a cleansing agent. But devitalized food has a tendency to clog the functions of this important organ. It not only fails in its object of nourishing the body, but hampers the alimentary canal in its functions.

We would be glad to hear from those who have tested the grain diet referred to above, or other regimens that would be economical to a similar degree.



Try My Diet

I HAVE tried practically every diet "under the sun." As a rule when the average individual hears of some new regime of some sort, he advises you to try it on the dog first.

In the years gone by, however, when I became convinced of the truth of any theory, I was willing to try it on myself. And consequently I have personally tested nearly every dietetic combination. And no matter how absurd it might seem to the average individual I have gained first hand information in this way that I could not otherwise have procured. I have recently tested a diet, however, which I think would appeal to many people, and it can be tried out without inconvenience, by almost anyone in his own home as well as elsewhere.

This diet allows you one hearty meal of whatever foods your appetite might crave, from ordinary foods served at the average home, hotel or restaurant. This

one meal can be taken at noon or night, whichever is most convenient. The only special requirement that I would suggest at this meal, is the free use of salads of some sort, lettuce, cabbage, or any kind of green stuff. At this meal, furthermore, you can eat a sufficient amount to satisfy your appetite. That does not mean to stuff all you can, but eat as long as there is a definite craving for food. It might be better if you would leave the table feeling that you could eat a little more, though this is not necessary, for when eating but one meal a day you can usually "fill up" without injury.

Now the important instruction in following this diet, is concerning the other two meals.

Your morning meal must consist of one or two oranges, a grapefruit, or some acid fruit that you may crave—and nothing else. I believe that oranges are usually best. When eating oranges be sure to consume the pulp, and if you are inclined to have any alimentary sluggishness, I would also advise even eating some of the peel of the orange, that part lying immediately under the yellow covering on the outside of the orange.

Now your other meal must consist of nuts and raisins. The raisins should be preferably those containing seeds, these being eaten with the raisins. Eat the raisins and the nuts together. It makes a tasty combination if you are hungry. The best nuts to use are almonds, filbert or hazelnuts, though a small quantity of pecans, walnuts or any other kind of nuts that may appeal to your appetite may be added thereto. I advise almonds and filberts because the husks on the nuts help to sweep and clean the alimentary canal.

Now the most important part of this diet is the meal consisting of nuts and raisins. It accomplishes two very important objects. First of all, thorough mastication is necessary. You cannot swallow nuts and raisins without chewing them for a considerable time. It should be well, when eating this combination, to try and avoid conscious swallowing. Keep the food in the mouth, masticating vigorously, until it unconsciously passes down the throat. Then you can be sure that it is masticated to a liquid.

The second object referred to which is accomplished by this nut and raisin meal is the alimentary activity that it induces. You will notice almost immediately an improvement in this way.

Now do not try just one or two of these suggestions and then condemn the whole diet. Give it a fair trial for a week, just as I have described, and if you do not secure increased energies and a better feeling all around, mentally and physically, it will be due to the fact that you are already feeling so well that it would be dangerous for you to be better.

The acid fruit meal advised in the morning, is of especial value to cleanse and antisepticize the mouth, stomach and the rest of the alimentary canal.



Wash Your Teeth With Orange Juice

ABOUT the best antiseptic for the mouth is furnished by acid fruits. On one occasion we suggested a tooth wash composed of diluted lemon juice. We understand that many people have tested this suggestion, with considerable advantage. I would like, however, to suggest a trial of ordinary orange juice for cleansing the teeth and the mouth. Use it just as you would any other tooth wash, brushing the teeth after rinsing the mouth, and moistening the toothbrush with the orange juice.

You will find it a very pleasing antiseptic, and I can guarantee that it will have no unpleasant after-effects. The too-free use of antiseptics advocated by many dentists, often materially affects the supply of antiseptic fluids furnished by the mouth itself. In fact, the necessity for antiseptic washes is caused largely by a defective diet and especially by neglect in mastication.

Through the use of the raisin and nut diet referred to, a very noticeable change in the condition of the mouth will appear. There will be a very marked decrease in the tendency to accumulate what is usually termed "film" over the teeth. And the proverbial bad taste in the mouth because of defective digestion or an unwholesome condition of the tissues of the mouth, will also be less noticeable. If the mouth does not taste clean and sweet, it is a good plan to have an orange convenient, when one can chew a piece of it at frequent intervals, being careful to moisten all parts of the mouth with the juice. You should remember, however, that merely cleansing the teeth with a toothbrush or with a liquid is not sufficient to insure thorough cleanliness of the mouth. Silk floss should be used frequently, inserting between the teeth to remove any particles of food that may have lodged there. In fact, food particles are very often the cause of decay when they accumulate between the teeth and are allowed to remain there for a prolonged period.



Ride in a Million-Dollar Car

THE bodily machine is controlled by certain physiological laws. They are as plain as A, B, C to those who make an attempt to become familiar with them. Some men build themselves fine bodily machines, and, of course, they get results. Other people ride through life in a cheap automobile; the kind of machine that works as if it had been bought second hand after it had been used seven or eight years. They think they cannot afford any better. And perhaps they cannot with their outlook on life and the physical energies they possess.

Other people ride through life in million-dollar cars —human machines valued in accordance with their earning powers. The way is made smooth for them. The police turn the traffic aside when they see them coming. They have used their intelligence, they have harmonized their lives in such a manner as to get the best rewards for themselves.

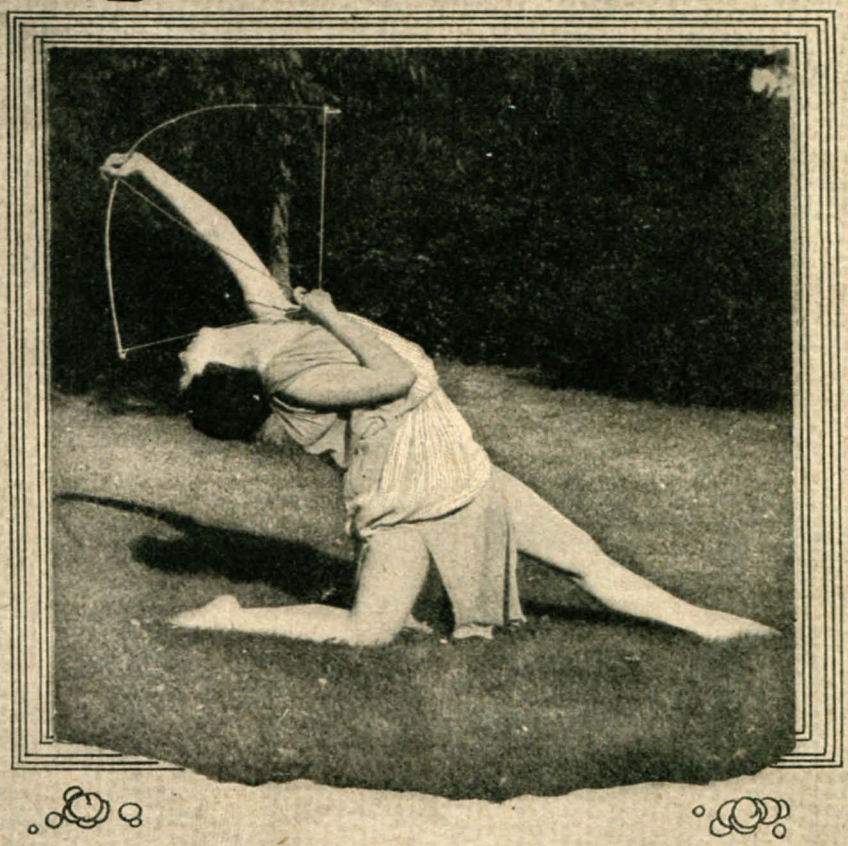
But I am not thinking of automobiles, I am thinking of human machines. There are many human machines out of repair. If they were offered to a second-hand shop, like automobiles, the average salesman would say that they ought to go to the scrap-heap. And yet people chug along in these body-machines too lack-luster to try to get better ones. And again there are men and women whose physical and mental mechanism reminds one of the high-class motor car. They respond to the first delicate touch of the throttle. They are bristling, sparkling with power. You see in their looks, their manners, their words and their actions that their machine has been given most careful attention and is superb of its kind. Their shoulders are square, they stand erect. They walk with a springy step. Their eyes are bright and clear. There is snap and vim in every move. There is vitality and power in the very tones of their voices.

Oh, you say, what a fine human machine! Most of us, when we see such a splendid specimen of humanity, say to ourselves that we would give anything to possess a bodily machine of equal poise and power.

They may have had better heredity, started out with more physical riches. But in the end, the character of your machine at least in later years of life depends entirely upon the care that you have given it.

Physique Pictorial

Ruth Hinman of Minneapolis, Minnesota, expressing beautiful poise in this charming study of "archery"



Ted Shawn and his Russian wolf-hound, at dawn on the Californian hills. Photo by Arthur F. Kales.



A prize of $5.00 is awarded for the best photograph judged according to physique, posing and artistic photography submitted for publication in this department each month, that of Ted Shawn being the winner this month. $2.00 each is paid for every other photograph published here. Name, address and permission to publish should be written plainly on the back of each photo submitted, the same to be received two months in advance of publication date. Unpublished photographs will be returned if postage is supplied.



Miss Isabel Huston of Philadelphia. An instance of beautiful poise in a dance "The Fawn."

Addison Range, of New York City. A physique suggestive of activity combined with strength.





This group of figures in silhouette, representing a spectacle given at the New York Hippodrome, suggests the idealism of the Body Beautiful not to speak of the Greek spirit, in many present-day entertainments.

Habit and Health

By Dr. Frank Crane

THE foundation of health is habit.

No new system, whether of medicine or exercise, will do you permanent good. At least, not until it has been followed long enough to become an old system.

For every man that has lost his life by what he did in the last five minutes, a hundred men have died because of what they have been doing the last five years.

Nature has usually enough resiliency to resist any sudden assault, and we recover from a fall or a fever, but it is the slow gnawing of long bad habits that honeycombs our strength and brings on our ruin.

So if you are taking up any scheme of exercises for your health do not look for any returns until the thirtieth day.

Also no exercise is of real value so long as it is conscious. Consciousness of effort is a sign of imperfection.

Notice a musician who is a master. He seems to make no effort. In fact we call a perfect piano performance "playing" the piano. When you say the pianist "works" at it, you slur him.

When you try to think and work in ill health, what a struggle it is! You are conscious of tense effort to keep yourself up to the mark. But when you are well and strong all is easy.

To be of lasting value, then, any exercise must be kept up regularly until it passes from the conscious down into the subconscious, and we can do it, not thinking of it.

And it must become a pleasure.

When we first take up any helpful drill we hate it. It hurts. The muscles are sore. We are tired and want to quit.

What we do in this stage cannot be said exactly to be doing us good, but rather getting ready to do us good.

The real good comes only with time and as the reward of patient self-discipline, and our exercise becomes a joy, and we run in desire to our practice. The flower and fruit of discipline is always joy.

"All beginnings are difficult," says the proverb.

And those who refuse to take the exercises they know to be wholesome, for the reason that they are hard and painful, are ignorant of the great law of results.

The pleasure that comes from vigor and a clean, strong body is at the top of a high mountain, and it takes stiff climbing to attain to it.

Or it is an oasis, and between us and it is a hot and weary desert to travel.

Discipline, self-mastery, the renunciation of the present desire for the sake of a distant goal, these are not merely religious motives. They are the essentials to everything worth while.

You can have no intellectual power without them, and without them you cannot have and keep a healthy body.

Unless one is going to overcome his flabbiness, indecision and weakness, he need not look for any abiding pleasure in life. For these defects will fill his body with disease, worm-eat his mind with ignorance and superstition, and soil the dignity of his spirit.

Whatever you do, stick to it.

Time and repetition are what count.

"Vitality First"

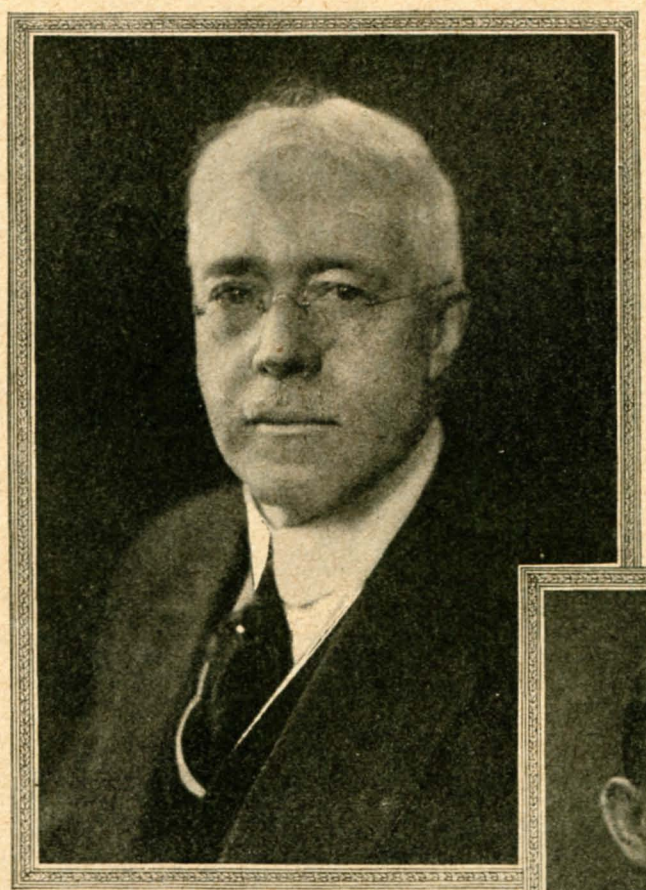
Millionaire Captains of Industry Find in Physical Energy and Fitness the Very Foundation of Executive Efficiency

By B. C. Forbes

"IN picking a man for a highly responsible executive position, I always take into account both his physical condition and his physique. Unless he has built up a strong, healthy body I don't want him, because during the terrible stress and strain of a great crisis, when you need his services most, he is likely to cave in."

That statement, made to me by Frank A. Vanderlip, then president of the largest financial institution in America, reflects the attitude which is becoming more and more common among large employers. The financial, the industrial, the commercial, the mercantile business pace has become so swift, so trying, so wearing that weaklings cannot long stand up under it.

The great majority of men who have attained notable eminence in business have not allowed their busyness to prevent them from taking the time necessary to develop their bodies, for they are wise enough to know that one hundred per cent mental power cannot be developed and maintained without vigorous physical power. The intimate connection between muscle and mind is better realized to-day than ever before.



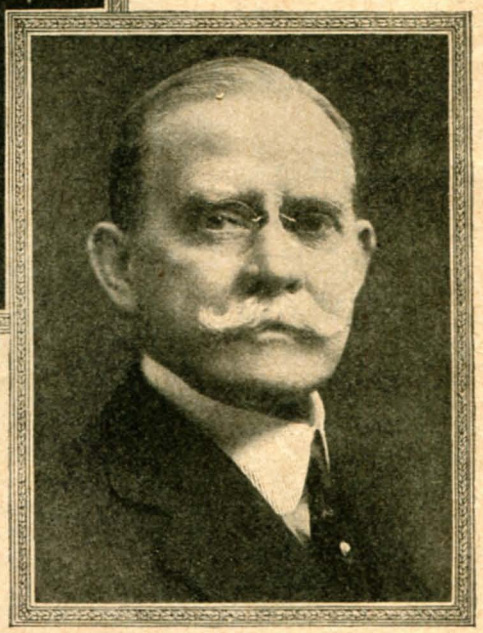
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Frank A. Vanderlip. He knows the value of physical fitness to such an extent that in selecting executives, he fights shy of men who have not had enough horse-sense to develop a sturdy physique. He is devoted to systematic physical exercise and drinking plenty of water.

Let me here reveal something which, so far as I know, has never before been published. The interest of financial Napoleons and marshals of industry in physical culture was aroused as never before by the death of E. H. Harriman, the railroad "wizard" who, by superhuman labors, rolled up a fortune at the rate of a million dollars a month during the last ten years of his life. Although the doctors ascribed other causes, it became known among Harriman's associates and later among a wide circle of financial and business leaders that he actually died of starvation. So inordinately did he utilize his mind that all the nourishment he took was absorbed to keep it going and his body weakened, wilted and ceased to function.

This tragedy—Harriman was only sixty-two when he died—made other financial and business giants pause and ponder their own mode of living. There sprang up an intense interest in physical culture, in outdoor sports, in walking, in dieting, and other matters associated with physical fitness. You will now see the biggest names in the land identified with various institutions organized to promote sound health and long life. These wise men do not want to invite the fate that overtook Harriman for neglecting to look after his body.

John D. Rockefeller escaped Harriman's fate by waking up, in the nick of time, to the fact that the conserving of his health was more important than conserving or adding to his colossal fortune. The reports often printed that Mr. Rockefeller lives on milk and brown bread are not true. I have dined oftener than once with Mr. Rockefeller, and let me say that he ate the same things and as much of them as I did, except that he chose a very simple dessert. I noticed, too, that Mr. Rockefeller put on rubbers on starting to play golf, although the grass did not seem to me to be damp. Mr. Rockefeller is now past eighty-



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John H. Patterson, president of the National Cash Register Company, is famous the country over for his physical stamina and hardihood. Now over seventy-five years of age, he is still on the job every day. His six thousand employees are furnished dental, oculistic, dietetic and other welfare service, as well as recreational facilities of every kind, and are permitted to take shower baths on "Company time."



Copyright Keystone View Co., New York City.

Coleman du Pont is said to have more business interests than any other American. An all-around athlete of championship caliber in his younger days, he has always taken such care to keep himself physically well-groomed, that his weight has never varied as much as ten pounds during his entire adult life.

one, yet he is astonishingly fit physically and alert mentally. It may be interesting to know the health rules prescribed for him by his physician:

1. Don't worry.
2. Don't acquire overweight.
3. Drink three quarts of water every day.
4. Exercise.
5. Sleep in fresh air.

Incidentally, Mr. Rockefeller's physician declares that the Oil King stands a good chance of reaching the century mark.

I have often noticed the splendid physical appearance of most of our men of very large affairs. A gathering of notable American executives is an inspiring sight, so many of them radiate physical vigor and mental vitality. Figuratively, they breathe strength, health, power.

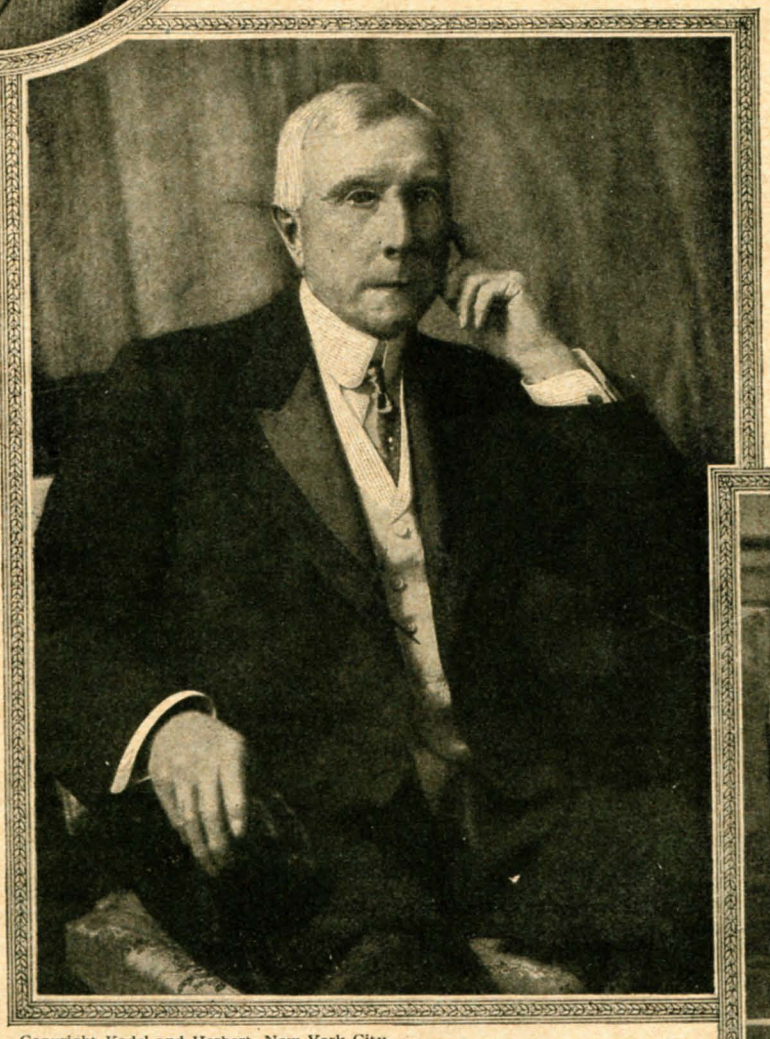
For every effect there is a cause. These brainy men, ambitious to achieve big things, well realize that neglected bodies handicap effort. Candidly, I rather think that many of them look upon top-notch health less as an end in itself than as a means to an end. Their dominating ambition is not to be perfect physical specimens but to do things, to overcome obstacles, to scale great heights, to climb to financial or business thrones.

Let's take a glance at the health habits of some of our most successful bankers.

Years ago Mr. Vanderlip built a unique swimming pool on his estate and disported himself, usually along with a number of friends and neighbors, very early every morning. He also took to systematic physical exercises, and I understand that he is a "bug" about consuming gallons of water. As already stated, when selecting executives he fights shy of men who have not had enough sense to develop sturdy physiques.

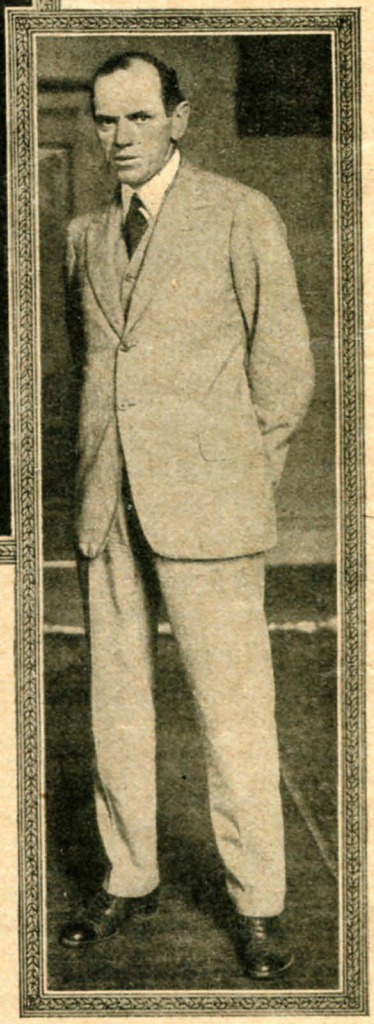
The president of the largest trust company in America, Charles H. Sabin, declares that he plays as much as he works. In a sense, Sabin is where he is today because of his prowess as an athlete. When a clerk in a produce office at Albany he attained fame as a baseball player. The crack team in Albany was that of the bank clerks, and once when a championship match was impending, they were determined to capture Sabin. The rules, however, forbade the employment of anyone not working in a bank. Very well, the thing to do was to get Sabin into a bank. He went—and today he is president of the Guaranty Trust Company of New York, the largest in the world, and is worth enough millions to

(*Continued on page* 113)



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John D. Rockefeller, though past eighty-one, is still astonishingly fit. Golf is his favorite exercise, but he takes the best of care of himself in other respects.



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At the right, Eugene G. Grace, president of the Bethlehem Steel Corporation, and the highest paid executive in America, an absolute human dynamo. He still takes physical culture as seriously as his business. If you ever wish to see the very picture of a man of action and energy, Grace is it.

Deadly Aspirin—Our Most Popular Poison

By John Hayden

THERE was once an eminent French physician named Trousseau who was accustomed to write after certain of his prescriptions, "Take this quickly, while it remains a cure." Then, as now, there were fashions in drugs as in hats and in gowns; and that was the great physician's way of taking a satirical dig at the prevailing mode in medical concoctions.

It is not difficult to guess what drug would be the chief target of Trousseau's wit if he were alive today. The fashionable medicine now is that enormously popular, enormously advertised, formerly German-owned cure-all known as Aspirin. Aspirin is simply a form for administering salicylic acid and is practically the same thing as salicylic acid. Salicylic acid in turn is a coal tar derivative, and is made from carbolic acid. Its effect on the system is somewhat similar to that of carbolic acid. When prepared as aspirin it is known to scientific men by the pet name of Acetylsalicylic Acid.—And it is our national dope.

Aspirin is today in wider use in the United States than any other drug. Long ago it displaced quinine in the public favor, and now its hold on the affection and esteem of the self-medicating public is contested only by that class of medicine known as cathartics. It would probably be close to the truth to say that every one makes use of cathartics, and that nearly every one makes use of aspirin.

Now when a nation of a hundred and ten million people turns to the constant and steady use of a coal tar poison, closely allied to carbolic acid, for the deadening of every variety of pain from a toe ache to a rheumatic twinge, from a headache to a cough, it plainly needs to be written about. For it is bound to be one of two things, a national blessing or a national curse. Used so universally because of its specific and positive action on the human system, its place for good or evil can't possibly be a negative one.

The first interesting thing you learn about aspirin when you come to examine the record is that we have Germany, and German advertising propaganda, to thank not only for aspirin itself but for its wide-spread use in this country.

Aspirin was introduced to the medical profession some twenty years ago by a German scientist named Dresser. Dresser's chief claim for it was that salicylic acid when administered in the form of aspirin was released so slowly into the system, as it passed through the digestive tract, that it was free from many of the unpleasant results which generally followed the administration of salicylic acid itself. Other German "scientists" took up the cry, and made extravagant claims for the drug. "It has a pleasant taste," announced one. "It does not attack the stomach, rarely causes any ringing in the ears, and has a safe and prompt analgesic and antipyretic action."

And then, thanks to some curious quirk in our patent laws—or to some curious stupidity—it became possible for an aggregation of enterprising Germans to obtain in Washington a patent on the making and the sale of aspirin in the United States. And they got a copyright on the name as well. In Europe they could no more have gotten a patent of that kind than they could on the process of making carbolic acid itself. It just happened that the United States was the *one* country where absurdities of that sort were permitted. In hospitable America they could put it over; and they did.

For seventeen years the Germans had that monopoly, and exploited us to the limit. The first thing they did when they got their grip, was to charge us twice as much for aspirin as they asked in other countries where they couldn't obtain a patent; and at a time when aspirin tablets were selling for 40 cents a hundred wholesale in Canada, they were selling for 88 cents a hundred here. In other words, we gave them a monopoly with a bonus.

The war ended that, along with many another German enterprise like it; with the result that aspirin is no longer a proprietary medicine, and with the further result that many reputable American firms are now making aspirin which is quite as good as anything the Germans ever produced.

But there was no undoing the work of those seventeen years of German monopoly. For that we still pay. The mischief was done. Free to exploit us Germany made aspirin our national dope.—It was simple enough to do it. They turned the trick by clever advertising. It pays to advertise.—And it is a curious fact that they are still at it. The same German firm that formerly had the monopoly on aspirin in the United States is now asserting, in as many of our magazines and newspapers as will carry such advertising, that their aspirin is the only genuine article; and that unless you see their name on the tablets "you are not getting genuine Aspirin prescribed by physicians for 21 years *and proved safe by millions.*" (The italics are mine.) They continue also skillfully to imply that aspirin is good for people, and should be in every (*Continued on page* 130)

How Aspirin Kills

YOU will be interested, in reading this article, to learn that our wholesale national use of aspirin is the result of German propaganda, plus clever, persistent advertising. But you will reach the high spots in this story in the interview with Dr. Cary Eggleston of the Department of Pharmacology in Cornell University Medical School, one of the highest American authorities on drug therapeutics.

"I believe," he said, "that the worst charge I can bring against aspirin is that it is without a doubt indirectly responsible for thousands of deaths which are ascribed in our mortality tables to pneumonia, tuberculosis, heart disease, and others almost as prevalent and deadly.

"The way aspirin kills is by deadening pain. Pain is a red flag set up by nature to warn us that something has gone wrong. Aspirin pulls down that flag and makes people think everything is all right—till often it is too late to make it right. It conceals the symptoms, and allows the disease to work under cover till it gets a grip that no medical skill can break."

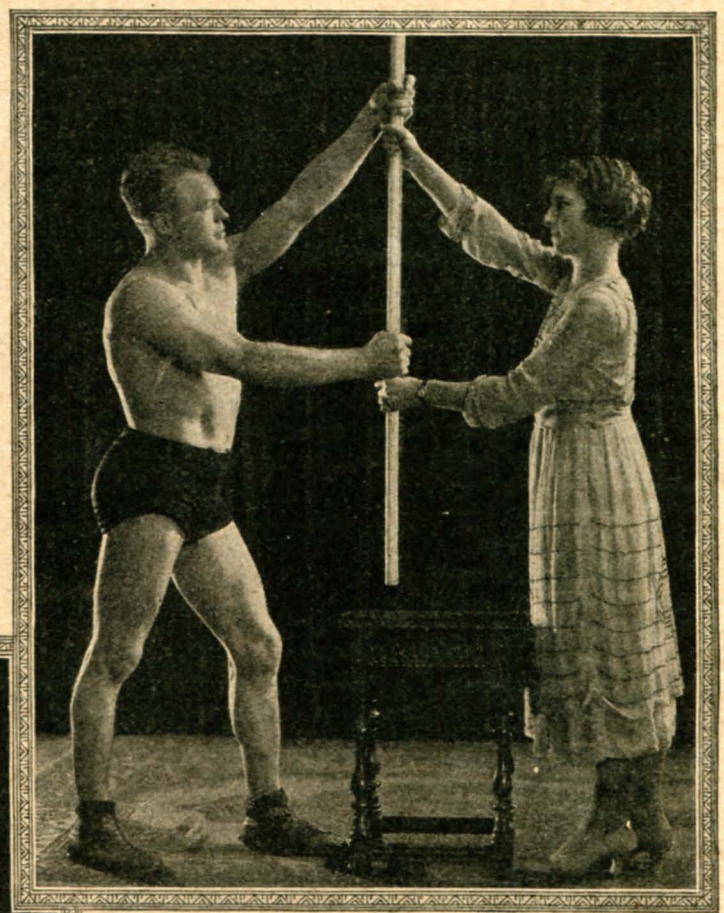
Explaining the Coulon Mystery

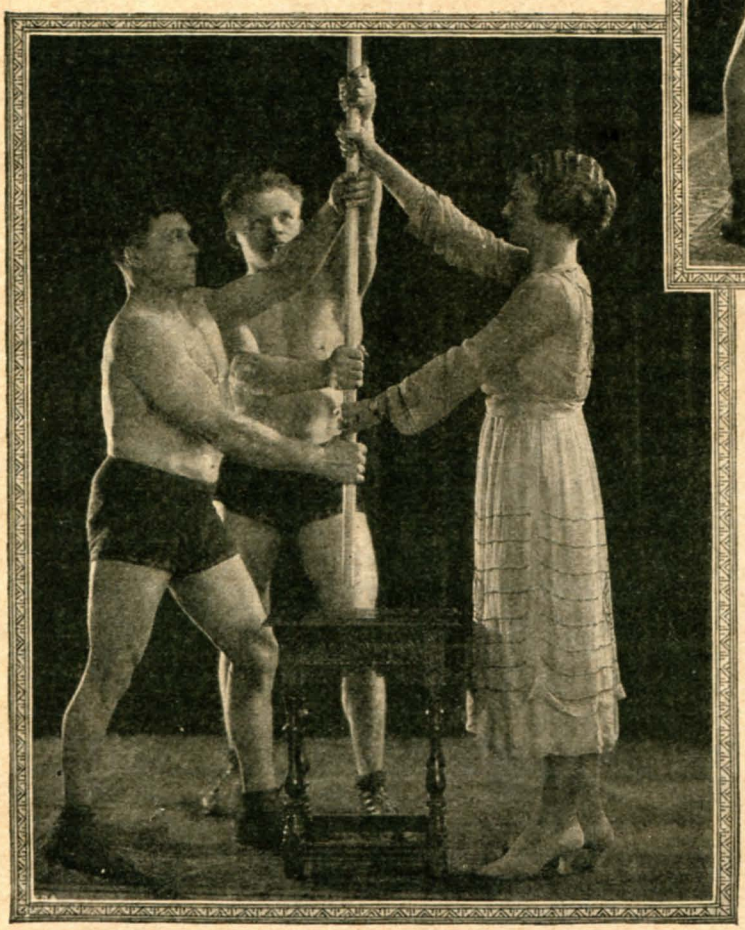
By Paul von Boeckmann

THE world-wide interest in the sensational feat performed by Johnny Coulon in Paris recently, leads me to recite my experience in the study of the phenomenon. As will be recalled from the reports in the newspapers, Coulon, who weighs only about 115 pounds, resisted the efforts of the strongest men in Europe in their endeavor to lift him from the floor, when he applied a certain mysterious force. Physicians, scientists and psychologists concede that they cannot understand the nature of the force he applies. Coulon's feat has been duplicated by several persons in America, who similarly mystified those who endeavored to explain the psychological or physiological force that is applied.

The Press in commenting on Coulon's feat, cite the wonderful feats of Annie Abbott, the "Georgia Magnet" about thirty years ago, when she too resisted the efforts of the strongest men in the world in their attempt to lift her. The New York Herald succeeded in interviewing the Georgia Magnet in reference to Coulon's feats, and published a lengthy report of her own history (Morning Herald, Jan. 6, 1921). Miss Abbott states that her power is a "Divine Power." In the early '90s, she gave exhibitions in all parts of the world, before scientific societies and experts. She says that in Paris the celebrated Prof. Charcot attributed her power to hypnotism. Dr. Koch, of Berlin, stated that it was due to Sub-conscious Nerve Force. Edison, in this country, who made extensive laboratory tests of her feat, stated that her power was of an electrical nature. Whatever the nature of the power may be, no one to this day has offered a logical and truly scientific explanation thereof.

Let us turn back the clock nearly thirty years. I was then visiting my home, Austin, Texas. I had just returned from New York, where I had won the American





These photographs, intended to explain the "magic" power of Johnny Coulon as related in this story, were posed under the direction of Paul von Boeckmann, who has explained the phenomenon after learned psychologists and famous authorities in physics were baffled. Here we see Mr. von Boeckmann's daughter, Selma, who weighs one hundred and thirty pounds resisting with very little effort the attempt of Cyclone Ress, champion light heavyweight wrestler of America, to press down the pole to the tabouret. In this feat the truss principle is applied, as well as cross-force. It is just as easy for the girl to resist the effort with two, three or more men in the same attempt. The other athlete shown is Martin Ludecker, middleweight champion wrestler of Panama.

Amateur Wrestling Championship, and at Austin I had lifted 1651 pounds, a straight hand lift, which was then the World's record, and which has been exceeded to this day by one man only, Louis Cyr.

The Georgia Magnet, in her tour through America, was billed to appear at the theater at Austin to give a demonstration of her "power." A committee

of prominent citizens and scientists were asked to observe her performance, and if possible explain it. Because of my reputation as a strong man, I too was asked to be one of the committee, and also our County Sheriff, a giant Texan weighing about 250 pounds. He and I, it was evident, represented the "beef" of the party, while the Doctors, Professors and Engineers, represented the "brains."

I had read much of the mysterious feats of the Georgia Magnet, and was keenly desirous to witness them, as I had always taken the greatest interest in all sciences pertaining to the body and mind. I was, therefore, greatly pleased to have the opportunity to pit my strength against her and be able to study her mysterious force.

When the drop curtain was raised, the committee filed on the stage. It was very impressive—science versus mystery. Finally Annie Abbott appeared. She was a small woman, perhaps 5 ft. 2 in. tall, and weighed about 100 pounds. I said to myself, "So this is the woman who intends to defeat me. We shall see." And I did see, and the audience saw, much to my discomfort and chagrin.

First her manager stepped forth and briefly explained the nature of her performance, and cited the history of her past successes. He stated that Miss Abbott did not know the nature of the power she used. He asked the committee, if they could, to explain it. Then the performance began.

Miss Abbott held a billiard cue vertically in her hands with arms extended. Then I was asked to grasp the cue with both hands and try to push it downward to the floor. I tugged, I strained, and groaned, but the cue did not budge an inch. I was dumbfounded, and bewildered. What was I up against? I was conscious of the fact that some mysterious counter-force was checking me, and that counter-force seemed not to be exerted by her. I looked for secret wires, secret magnets, and other trick devices, but there were none; of this I was certain. Did she have some super-human power? This I did not believe. I asked to be given another chance, which was granted, but again I was defeated. Then, sarcastically, the manager suggested that I get a little help, and the "little help" was the giant Texan. Together we tugged and still the cue did not go down. The audience was amazed. It was the Georgia Magnet's triumph No. 1.

I was "down," but not "out." I said to myself, "That cue trick beats me, but I will beat her when she asks me to lift her," I was called upon to lift her, and again I was beaten, for strain (*Continued on page* 89)

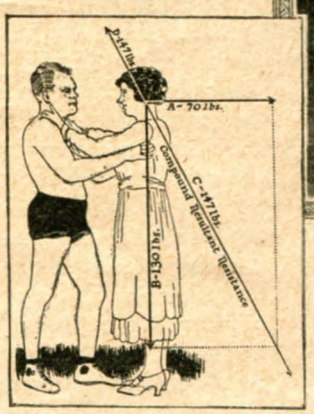




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These photographs from Paris show Johnny Coulon, former American bantamweight champion, showing his supposed "magic" before French scientists, in resisting the effort of Yves, the banker, a well-known Paris giant, to lift him, when pressing with his right middle finger on the strong man's carotid artery. It will be noted that in the other picture, in permitting Yves to lift him, Coulon grasps the wrists of the strong man, making it much easier. It is extremely difficult to lift any one by taking hold of the naked waist. Because of the extreme disadvantage in lifting this way, Coulon needs to apply only a little pressure with one hand against the neck and chest of the giant.





It will be seen that Cyclone Ress lifted Miss von Boeckmann without difficulty when no counter-force was applied. But when she resisted his effort by applying a few pounds of cross-force, pressing against his chest, he was unable to lift her. The finger pressure in the neck had nothing to do with the case, only being put in to "make it harder"—harder to understand. In another test it was found that Ress could not lift the girl when she simply applied the counter-force with one hand. Detailed description of the diagram explaining the operations of this cross-force is given in the text. There is no psychic power involved. The psychology of the case being a matter of divided attention and a misconception as to what one is actually doing, is made clear by the author.

Will My Children Inherit Wooden Legs or Wooden Heads?

By Albert Edward Wiggam

IF a man educates himself will his children *for that reason* be any smarter than if he had spent his life gazing at a rat hole?

If a blacksmith uses his arm for his work, will his children be born with any stronger arms or sounder constitutions than if he had carried his arm always in a sling?

If a mother plays the piano will her children be born any more musical than if she had never heard a more musical note than an elephant's bayoo?

If a horse runs round the race track for years will that make his offspring run any faster than if he had stood hitched all his life to a post?

If a farmer planted his potatoes in rich soil and then *did not save the big ones for seed but planted all the offspring both big and little* would the rich soil improve the stock?

Will keeping the pig in the parlor and feeding him on cake and ice cream improve his children either in manners, facial beauty or in their intellectual, moral or other porcine qualities?

Will making a jack-o-lantern from a pumpkin and then planting its seeds produce a race of natural born jack-o-lantern pumpkins?

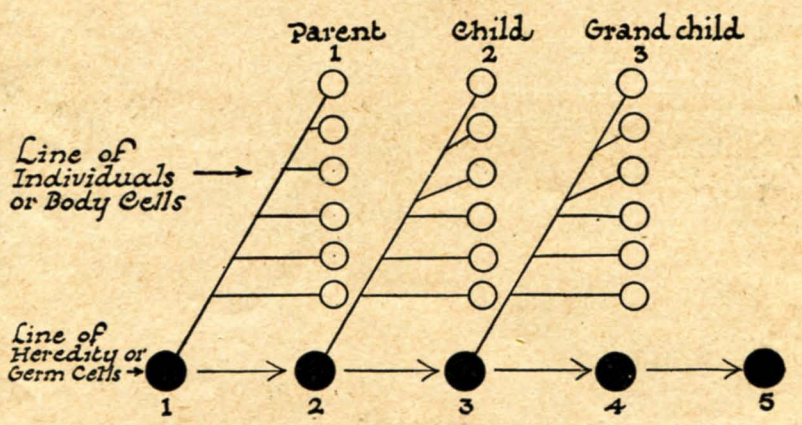
After a hundred years of argument and forty years of experiment, science can answer all these questions with a triumphant, emphatic "*No.*"

Yet this answer in the negative is so staggering to the average man, it so upsets all his notions of heredity and human life generally that it seems high time the public should be accurately informed upon this, one of the greatest scientific discoveries of all time. It seems that it should further be pointed out that the discovery that the characters and modifications acquired by the bodies of plants or the bodies and minds of animals during their lifetimes are not inherited by their children, must profoundly influence many problems of education, politics, philanthropy and social reform. It must change our whole idea as to how evolution has proceeded and how improvement in both plants, animals and men are to be brought about.

Finally it should be emphasized that instead of being discouraging it furnishes the *only true basis for optimism*, as we shall see. No one should be blamed for disbelieving this conclusion of science until he sees the proof. It is so natural, so easy, so plausible to believe that the exercises or "improvements" of the parents will somehow be transmitted to their children. It looks so natural to believe that the giraffe got his long neck from stretching up after the fresh, succulent leaves at the tops of the trees, and thus became the splendid natural advertisement for Tonsilene that he is. It is so natural to believe that keeping cattle or horses carefully housed and properly fed will improve the inborn qualities of their children or that hygiene and proper living will in the long run directly increase the strength and vigor of the human race. This view is so convincing that it fooled even the imperial brain of Charles Darwin and the mighty intellect of Herbert Spencer. It fooled every great man since time began until the matter was studied by exact scientific method.

How could you help believing it? You have always heard it said "The Brown or the Jones children lead their classes in school. But, how could they help being bright since their parents both had a good college education?"

You have also heard temperance speakers with the best motives in the world, but with superlative ignorance of the facts, point out that all the degeneracy, feeble-mindedness, insanity, epilepsy and natural born pauperism in the world are due to the alcohol used by our ancestors. Prohibition is such a good cause that I never for my life could see why it need be lied about so much, when the evidence of the untruth of the foregoing statements is now overwhelming and abundant. At least if alcohol is the cause of *very much actual racial deterioration* fifty years of investigation and experiment have failed to furnish any *clear proof of it.* Indeed all the evidence we have can just as well be turned the other way to indicate at least that alcohol has improved the human race by its weeding out of the weaklings and those lacking in self-control, while the strong, natural born abstainers and moderates have been left to hand the torch of heredity on to coming generations.



"The Body Dies—The Germ-Cells Are Immortal"

Of course you know that age-old conundrum, "Does the egg produce the hen, or does the hen produce the egg?" You will find the answer in this article. The answer is, "the egg." The following statement by August Weismann has had more influence upon modern thought than almost any other in all literature:

"It is a reversal of the true point of view to regard inheritance as taking place from the body of the parent to that of the child. The child inherits from the parent germ-cells, not from the parent body, and the germ-cell owes its characteristics not to the body which bears it, but to its descent from a pre-existing germ-cell of the same kind. Thus, the body is, as it were, an offshoot of the germ-cell. As far as inheritance is concerned, the body is merely the carrier of the germ-cells which are held in trust for coming generations."

The diagram is illuminating. The germ-cell No. 1 grows in two directions, one forming the body of the parent No. 1, presented as a collection of body cells, and the other the germplasm, producing germ-cell No. 2. But parent No. 1 does not create any heredity and put it into germ-cell No. 2. The child gets its heredity from germ-cell No. 2, which is descended from germ-cell No. 1, and is merely carried by the parent as trustee. Thus, as Weismann said, "The body dies, but the germ-cells are immortal." Before the parent dies it has mated with another line and handed on down to its child, and the child in the same way hands on to the grandchild, the immortal germplasm which flows on forever.

Of course you will at once ask, "Upon what sort of proof could you possibly base such preposterous assertions?" The answer is that it all rests upon one of the greatest scientific discoveries of human history. It is the most optimistic discovery I think which science has ever made with the exception of the great fact of evolution. And that discovery is this : that THE HEN DOES NOT PRODUCE OR CREATE THE EGG.

This discovery was made by a great German biologist, August Weismann, along in the seventies and reinforced by his brilliant work through the eighties and nineties. It is now regarded as one of the soundest deductions of all science. It gave the scientific world the biggest jolt it has ever had since Darwin announced his theory that natural selection and the survival of the fitter were the great factors in organic evolution.

We know now that this is literally true. The hen does not produce the egg. Of course the hen does produce or elaborate that large edible portion of the egg which we eat on the table as food. At least it is claimed that some wealthy profiteers do use them as food. In most families, however, they are now used merely as jewelry and ornaments.

But, I am speaking of the real egg.

I am speaking of that little grey, whitish speck at the end of the yolk. That is the *real egg*. The balance is merely a lot of food so the chick may grow strong enough to kick out of the shell. And that little grey speck carries *all the heredity*. The body cells carry no heredity which they hand on. And that little grey speck was not produced by the blood nor bones; neither was it produced by habits or ambitions or education of the hen.

This little speck came from a *previous grey speck*, and that one from another grey speck and so on back to the beginning of time and of hens and eggs, nobody knows where. At least no scientific man knows.

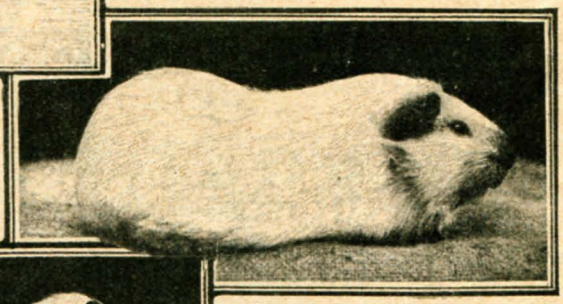
And all down the ages that little grey speck, the nucleus of the egg, the most wonderful thing in all God's creation, has been carrying the heredity of every species and handing it down to its children—its daughter cells —and they have handed it on and on. It has been like the game of "Carry the torch" which children play. One runner hands the torch to his fellow; he in turn runs his course and hands the same torch to the next in line. The children do not manufacture the torch nor its light, yet the same identical torch lights the pathway for all.

Or it may be compared to a bucket brigade. The men pass the buckets on from one to the other down the line, but the water comes from the original well.

So it is with this wonderful egg. Each generation of hens or human beings are merely the *trustees* of this precious hereditary material, and neither their personal habits nor efforts nor the accidents that happen to them have ever added anything to its hereditary powers, nor, thank Heaven, taken anything away.

But, another question is waiting. "If the heredity is all in the egg, and the hen does not manufacture or create any new heredity and put it in, how did the heredity ever get there?" Ah! my friend, I do not know. Nobody else knows. That is the central problem of all study of nature. We do not know where the first rabbit got its black, where the first rose got its perfume nor where the first nightingale got its song. But we do know that somehow, now and then, God or nature puts (*Continued on page* 54)

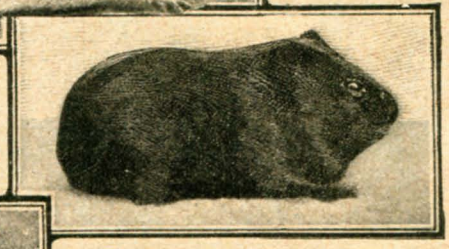




Here is conclusive evidence that environment has no influence on heredity. The ovaries were removed from the first black guinea pig, three weeks old, and transplanted to the body of the white pig shown in the second picture when she was very young, her own ovaries having been previously removed. At maturity she was mated with a white pig, No. 3.



Black guinea pig No. 4 is from the first litter of offspring from these two white guinea pigs.



The next two, Nos. 5 and 6, were from the next litter, all black.





Reproduced by permission, from "Genetics and Eugenics" by Professor Castle (Harvard University Press).

The last three are the skins of three black young found within the body of the white mother (by the white father) at the time of her death a year after the experiment.





The whitish spots are due to reddish hairs which came from the black animal whose ovaries were transplanted.



We thus see that bodily influences do not affect the offspring in any appreciable way.

Keeping Fit for the Biggest Secretarial Job

An Interview with Joseph Tumulty

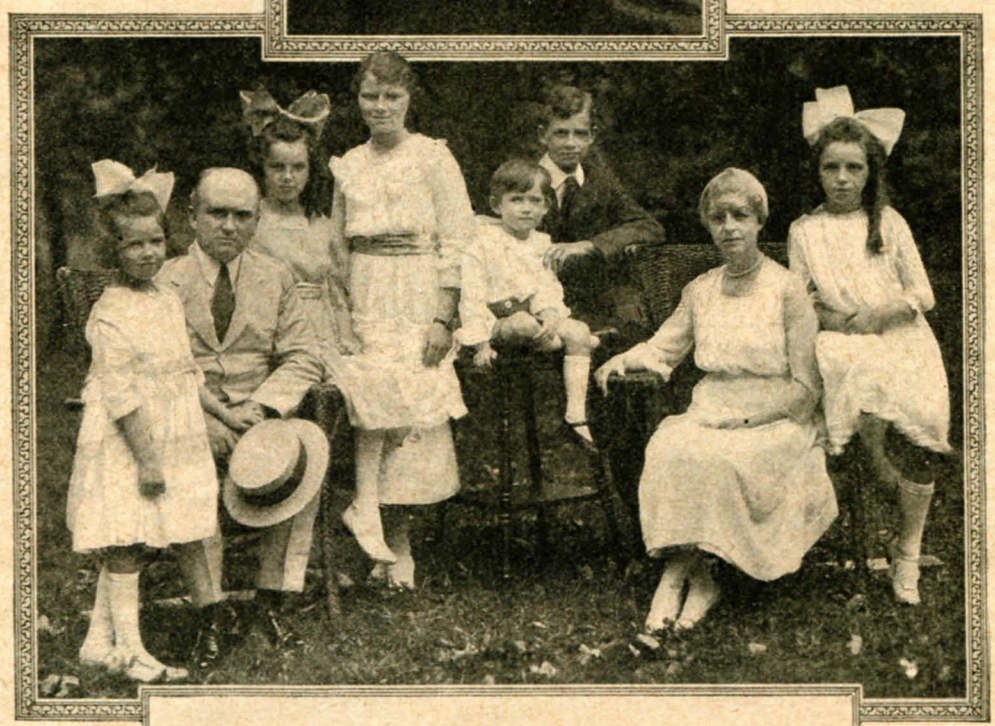
By Richard M. Winans

"THERE is one thing about my routine duties here," declared Joseph Tumulty, Secretary to the President, during an interview with the writer, "and that is that I simply have to keep in physical trim. If I did not devote the necessary time to properly take care of myself I simply would not be able to handle my work."

Any man who has served as personal and official shock-absorber to the President of the United States for two terms, seven years of which have covered the most troublous times in any administration since Lincoln, has had to have more than an ordinary quality and degree of health to retain his physical and mental equilibrium. It required of him, first and last, that he be possessed of an extraordinary reserve of nervous energy, that he have an abounding measure of sturdy physical endurance and that he be endowed with a virile constitution equivalent to Bismarck's conception of "blood and iron."

Always surrounding the President of the United States is a well organized cordon of human buffers, of official shock-absorbers, who stand as monitors between him and the outside world; and these factors have no mean task to perform. But the last line of resistance, the ultimate current-arrester who forms the intimate, personal connection between the nation's chief executive and the public, is the Secretary to the President. He that gains admission to the Sanctum and enters the Presence, does so only with the sanction of the Secretary, as there is no other way to reach the President. Which means a greater responsibility than one might believe.





The job of Secretary to the President is one considered by many to be more important than some of the Cabinet portfolios. Certainly Joseph Tumulty has for years been a conspicuous figure in the life of the nation. The fact that he has kept fit and unfailingly cheerful in the face of burdens probably greater than those carried by any previous Secretary to the President, should make his story of exceptional interest. His charming family life is suggested by the beautiful photograph of his wife and children in the lower picture.

But that, probably, is not his most important function. The Secretary to the President is the "outside man." His is "the face in the window" which the nation visions when it turns its scrutinizing gaze upon the White House.

And that face always must be either spiritedly smiling or severely immobile; the face of either a consummate actor or a clever stoic. For the expression on that face, if it were not held in absolute control, would not only be tacitly indicative of State policies forming in the White House, but would reflect also the intimate mind of the President.

Even in normal times this easily could be something decidedly more than embarrassing. But in times of stress, as with the nation at war, such a revealing picture

(*Continued on page* 60)

Is Food Economy Safe?—How to Make It So

By Milo Hastings

WHY economize on food?

Because, half the world is starving and every ounce of food you waste or consume beyond your minimum needs deprives some one else, and increases poverty, revolution, anarchy, hunger, disease and death in the world.

Because, economizing on food will further bring down the cost of living, nourish those who must otherwise go hungry, add new hope, strength, productive power, wealth, and prosperity to the world.

Because, economizing on food, with proper understanding and guidance, will give you better health, greater efficiency and longer life.

Because, economizing on food, in this year of disturbed industry with resulting business losses and unemployment, is for some of us essential to continued existence.

Safe and sane food economy involves knowledge of three things.

How much—or rather how little—food is needed for efficient healthful nutrition.

What foods and what food combinations are essential to gain the maximum of health and strength from the minimum of food.

What foods at the various and illogical prices they now are offered will give this essential nourishment for the least money.

On all these subjects we now know a great deal more than we did five years ago. The war was the rottenest calamity that ever struck the earth between Noah's flood and the day of Judgment—and any man who says that we learned enough out of the war to pay for what it has, and still is, costing us ought to be operated on for adenoids of the brain. However, we did learn some things because of the war and we can use that knowledge to make paying for it a little easier. One of the big problems of the war was the food problem and the gravity of that problem stimulated the study of food science as it was never studied before. This new knowledge has complicated the theory but simplified the practical application of food science.

We now know that—

One may judge and control the quantity of food eaten by watching the weight of the body, and that all those complicated processes of figuring out how many calories one requires and how many calories each food item and each meal supplied is all unnecessary and has no place in practical food economy outside the scientist's laboratory. In spite of the expensive educational campaigns of the government and the cooking schools this calorie figuring never was practical and never found much use in the home. Even in its simplest form it has been too clumsy for general popular use, and now the progress of science shows us how to eliminate it altogether and depend on ordinary platform scales to tell each and every one how much to eat and essentially how much he is eating.

We also know that—

Much of the complicated tables of chemical analysis of foods, giving the percentages of protein, fats, carbohydrates, "ash" and water can also be forgotten in practical applications of food economy. This knowledge was even harder to apply than the calorie system. It was unsoundly based because our ideas of how much of these various food elements we should eat was based on how much we did eat, which isn't science at all but merely a system of upholding to each the average errors of all—something like the Chinese system of education.

Now we can forget all this confusing theory because we have learned scientifically, what we always suspicioned practically, that there are many things important about foods that a chemical analysis did not reveal. For illustration—beans are shown by chemical analysis to be about as rich in protein as meat or cheese. Therefore beans were considered a meat substitute. Now we know that beans are worth no more than corn, wheat or rice. The extra vegetable protein they contain is not available for building human tissue. The same thing, we have good reason to believe, applied to nuts as a source of protein or a "meat substitute." This is unwelcome knowledge for many vegetarians, but the queer part of it is that they were half right and half wrong. They were right in saying that meat was unnecessary or harmful and wrong in thinking the beans and nuts were equivalents. We didn't need the meat proteins because there are better and cheaper proteins to be had and we don't need much protein anyway. And we don't need the bean-nut type of "meat substitute" because we don't need so much protein as a meat diet furnishes, and because it wouldn't be good protein if we did need it.

The above, by way of illustration only, of some of the revolutionary knowledge in this field. If I were to take up every new point about various food elements, including all the new knowledge on vitamines and minerals, there wouldn't be room in the back of the magazine for the advertising. The practical points of food economy as I have already enumerated are: First, judging and controlling food quantities by body weight. Second, selecting food containing all essentials of nutrition. Third, knowing which are the most economical of these foods at various prices. (*Continued on page* 132)

Hard Times Means Spending Less on Food

WE do not like to offer the mental suggestion of hard times, because we believe that times are not going to be as hard as was expected, and because we are convinced that with "readjustments" business from now on will stand upon a healthy foundation, which could not be said of it a year ago, and industrial and economical conditions will steadily improve. Nevertheless, there is unemployment, and in many lines of business things are "tight." Therefore, economy in diet is imperative in many homes. The family out of work cannot live extravagantly. People want to know on how little they can live and "get by." This article, while not going into scientific detail, has the unusual virtue of being practical. It should be tremendously helpful to anyone seriously interested in this phase of the food problem.—The Editor.

The Complexion Beautiful

Some Women Are Born Beautiful, Some Achieve Beauty, and Some Have Beauty Pasted Upon Them

By Ethelyn Middleton

PAINT, versus the washed face, has been the subject of arguments that chase each other around a circle and drag in such serious controversial topics as morality, ethics and good taste. Miles of beauty shops, tons of artificial beautifiers, and reams upon reams of good print paper have been devoted to the cult of artificial beauty, while the other side has not lacked active and loyal defenders.

There is reason why the woman of maturing charm and the young girl with the adolescent craving for love and admiration may both be following false standards, first as to what constitutes a desirable complexion, and second as to how best to acquire it. Every woman wants to be beautiful and the beauty of the skin seems to be the first quality that strikes the eye; unfortunately, it is the first that fades. The desire for the golden apple too often clouds the judgment; the pure Venus standard of loveliness cannot be reached by unlovely methods.





Jean Paige was raised on a farm and is very athletic. She has exceptional vitality, strength of body, and even her face has that quality of firmness and vigor that expresses her physical condition. Her vitality has given her an exceptional quality of beauty.

Constance Binney, at the left, is splendid physical culture type. She is a superb dancer, and her physical vigor is reflected in her facial beauty.





Billie Burke is famous for her beauty, but she is a real comedian. Naturally gifted with attractive eyes and beautiful hair, she is popular especially through charm of personality.

Marguerite Armstrong, while not exactly the "doll face, baby stare" type, is an example of the distinctly feminine appeal. She is beautiful because she has health and youth.

The young girl, especially one exposed to the present standards of the big cities, easily falls into the attitude that every one "makes up," and to be in the swim she must do likewise. And it is very easy for her to learn the tricks. Not many years ago there were beauty secrets, the processes of making-up were not generally understood. Occasionally some well-known actress, or some professional beauty culturist would submit to an interview or write an article on how to apply cold cream, a dust of powder, a soupçon of rouge and so on. Today, the employees' rest room in any city office building, or industrial plant, is the scene of a beauty demonstration about all day long, going the fastest, perhaps, in the hours preceding closing time.

There is little that the stage woman, or the professional beauty culturist could show these young women. Most of them are equipped with a vanity case as completely stocked as is the make-up box of the theatre. Here is the cream, or fluid, with which to cleanse the skin, a second cream to make the powder adhere, the choice of rouge, one for daylight, one for artificial light, the stick of red for the lips, the eyebrow and eyelid pencil and the efficient powder puff. These are all conveniently and openly spread out; beauty is no longer covertly applied, and the freemasonry among modern women includes borrowing and lending these most personal articles.

During one of these pre-closing-time beauty sessions an older woman present said, "What is the matter with you girls of today? When I was your age, I had cheeks like red apples. Have you no natural color at all?"

Some of the girls looked surprised rather than offended. Poor things, they were all young and yet few of them had any natural youthful bloom. The older woman had passed a girlhood in a clean, healthy New England town, with a natural, normal amount of games and outdoor life and three nourishing meals a day. Her mother's beauty instructions had been to eat apples and raw carrots, bathe regularly and drink a glass of water before breakfast, and she had followed them to advantage. By the time she had entered the business world habits of healthful living were established and continued even under adverse circumstances. Most of the girls now working in offices and in the industries live in crowded homes, so far from their work that it must be reached by stuffy subways and surface cars. They feel that they have no time for walking, or any other form of exercise, and they soon lose the healthful desire for physical activity. With little normal appetite meals are largely made up of coffee and desserts. On such a regime who could expect natural rosy cheeks and red lips?

Is it not also sensible in this connection to make the following query? May not the constant use of a skin covering diminish the natural bloom of the complexion? We must bear in mind the fact that the skin is an excretory organ. If its pores are kept constantly clogged, there is danger that its activity may be diminished with a loss of color and brilliancy as the result. I think many women have wisely arrived at this conclusion, and, although they may use a restrained amount of cosmetics, they give the skin plenty of breathing time. The woman who (*Continued on page* 118)



Alice Joyce has been one of the outstanding beauties of the screen for ten years. Starting with a good face, she instances the beauty of personality.







In these three photographs of Mary MacLaren, Evangeline Marschalck and Wanda Hawley respectively, we have three distinct types of beauty. Neither paint nor powder can produce faces such as these. Nor can the accident of being born with perfect features avail anything without good health. The lesson is plain. Build up your health. Retain your youth. More strength, more vitality, cleaner blood, better blood, and perfect digestion will smoothe and round out your features into the contours of beauty.

The Adventures of a Modern Hercules

Being in Substance the Autobiography of Clevio Massimo Sabatino

As Told to John R. Coryell

CHAPTER IV

THERE were a few moments of terrible and even terrified expectancy. If my strength failed, if my feet were not properly placed, if any one of a number of possibilities went amiss, two human lives would probably pay the forfeit.

My hands were well braced on my knees, I tensed every muscle; the roar of the automobile smote my ears with a sound like a threat; I felt a sudden weight; then a blissful lightening. The car with its human freight rumbled over the bridge.

I slowly relaxed and cautiously let the span of the bridge drop to where it had rested; then I crept out with a sigh of relief and looked across the ravine. The car had stopped on the firm earth on the other side; and I could see the girl who had brought me there, standing by the side of the automobile, pointing toward me, while the two occupants of the car stared at me with an expression in which terror was mixed with amazement.

I stood for a few moments resting against the broken span, for now that the danger was over my knees trembled as I fully realized what might have been the consequences of failure on my part. I was dimly conscious that the girl was explaining what I had done to save them, and I heard her say, "It is incredible, but he held it on his shoulders."

I knew they would be profuse in their thanks, and, like the boy I was, I wanted to run away; but I knew, too, that that would be a ridiculous thing to do, so I climbed up the sloping span and crossed over the bridge.

"You have saved our lives," the man cried, his face white from the thought of the danger they had escaped.

"Oh, what a wonderful thing to do!" the girl gasped. That pleased me, and a thrill of pride in my strength quivered through me. I had always been proud of my strength, but never so proud as that moment. I had done something real with it.

"It was nothing," I answered foolishly; and I know I was blushing like a girl.

"Nothing!" she cried. "It was magnificent."

If the man had said it, it would have flattered me of course; but when an amazingly pretty girl says a thing like that—Well, what was there for me to do but blush and stammer? At any rate that was what I did, until the man spoke again.

"I don't know how I can ever reward you," he said.

"Oh, Papa!" she protested.

I was just about to say something indignant to the effect that I would have done the same for anybody, and wanted no reward, when an idea came to me.

"Yes," I said, grinning like a schoolboy, "you can easily reward me." I could see a look of disappointment on the girl's face. She had thought it an insult to offer me a reward for what I had done.

"What can I do?" he asked with the promptness of a man who doesn't like to be in anybody's debt.

"I understand that you have a collection of violins," I said.

"Yes," he answered with an air of surprise, "I have some fine instruments. You would like one?"

"Oh, no," I said quickly; "but I would give a good deal to play on one just once. I have never had a Strad in my hands."

"You are a musician?" demanded the girl.

"Just an amateur," I admitted modestly.

The girl clapped her hands. "Isn't that wonderful, Papa!" she cried enthusiastically.

All this while the girl who had really saved their lives had stood there shyly listening. I don't think she looked upon her own part in the affair as of any consequence. I waved my hand toward her just then.

"You make too much of what I've done," I said; "you owe everything to her"; and with that I told how she had brought me to the bridge.

"Oh, how brave of you!" exclaimed the young lady, jumping out of the car and throwing her arms about the girl and kissing her. "Papa!" she went on excitedly, turning to her father, "I cculdn't sit quietly in church after this. Let's go home by the other way. And you two," looking at the girl and me, "go with us. You can let him look at the violins, Papa, and I'll talk to Nellie. You'll both come, won't you?"

The girl, Nellie, protested and, indicating her torn clothes, said something about going home; but the young lady waved aside all she said and pushed her into the car. I got in without a word, seeing that her father was ready to do what his daughter suggested. I was too eager to see those wonderful violins to even pretend I didn't want to go.

"I haven't anything else to do," I said to him, as I sat beside him, "but if I had I wouldn't do it when I had a chance to see those violins."

"See them!" he repeated with a smile; "you shall see them and try every one of them if you like. "I have not only a Strad, which is a fine specimen, but I have an Amati that hasn't a superior in this country. A lot of others too."

"You are a musician?" I asked as the car started.

"Can't play a note," he answered with what actually seemed an air of pride. "I'm a collector."

I had never heard of such a thing at that time; but since then I have learned that it is a fad with many wealthy men to make collections of rare and costly objects. I have heard of one man worth millions who collects old postage stamps; that is stamps that have been used.

I was surprised, but it didn't matter to me why he had the violins, so long as he had them and I might look at them.

I won't say anything about the ride, and not much about the house. The latter was like a palace to me, it was so large and so splendidly furnished. I wondered if any of the old Sabatinos had ever owned or lived in such a magnificent place.

The young lady took the girl upstairs and her father went to the telephone to give somebody directions to block passage over the road and to have the bridge repaired. Then he turned to me, saying, "Now for the collection."

He led me into a beautiful room, evidently devoted to music, for there were no draperies in it, the ceiling was high, and there were musical instruments all about. A piano here, a harp there, guitars, mandolins, even banjos and tambourines, besides a great many old instruments that I didn't know the names of.

I glanced quickly around and spied a sort of cabinet inclosed in glass, with twenty or more violins in it. I ran to it at once and was studying them with awe and admiration when he came up and opened the doors.

"There they are," he said; "do as you like with them. See! this is the Strad I spoke of. I paid twelve thousand dollars for it; worth fifteen now. Here are some bows; not one worth less than a hundred dollars, and some worth ten times as much."

He put the Strad in my hands as carelessly as I would have taken up my own two hundred dollar instrument. I stared at it in speechless delight, but I remember I felt as much afraid as if it had been a newborn baby. One who does not know violins can't appreciate the thrill of studying the beautiful lines and curves of a masterpiece.

"Try it," he said. "Pick out a bow. They say this is a perfect one"; and he took one down.

I drew a deep breath. Mechanically I ran my finger over the strings. Of course it was out of tune, all the strings being relaxed.

"You won't mind?" I asked, unable to believe I might play on it.

"Mind! no. I'd like to hear it. I never have heard that one. It's said to have a wonderful tone."

I stared at him in incredulity. To own the instrument and never to have heard it! Why did he have it?

I tightened the strings reverently. Then I went over to the piano and struck a note. With that I got the violin in tune. I resined the bow with a block that lay in the cabinet, and drew it over the strings. I adjusted the strings a trifle more until they were to my liking; then unable to restrain myself any longer, and quite forgetting him, I broke into a French chanson that was a favorite of mine, a light, lilting thing.

But I won't bore you any longer with a description of my emotion though it was a wonderful thing to me to have that lovely instrument nestling under my chin while I made it pour out such a stream of melody as I had never heard before. I do not speak of my part, of my playing, but only of the tones of the marvelous instrument.

When I finished there came a clapping of hands from behind me. The two girls had come down, the poor girl all dressed up now, and were applauding me with all their might.

"Oh!" cried the young lady in her extravagant way, "that was beautiful. You *are* a musician."

"Some instrument!" said her father with a smile. "Try this one now"; and he handed me an Amati. It was one made by the brothers, Antonio and Geronimo Amati. And priceless.

I tried that. Then I tried another. I played French chansons, I played some Italian folk songs, I played selections from Tchaikowsky and I tried half a dozen violins; and whatever I played was loudly applauded. I never had had such a sympathetic audience.

But the instruments that were handed me were all by the great makers, and they were wonderful. I was having the time of my life. And yet there was a violin there that had caught my eye from the first, and I wanted to try it, for it was the most beautiful thing in its lines and curves that ever I had seen.

"What is this one?" I asked finally, touching it.

"Oh! that?" he answered carelessly. "I forget the maker; something like Bellafagiere. It isn't much. I think I paid three thousand for it. Try it if you like. We'll listen as long as you'll play."

I tried it. To me it was the most wonderful of them all, no matter what it cost. I said so.

"Do you really think so?" he cried in surprise. "It's yours. Take it."

(*Continued on page* 102)

The Subject of This Story—And Its Beginning

THERE are some qualities of the human heart that will never die, among them the worship of strength, the love of adventure, and the appeal of romance and mystery. You will be gratified in respect to all of these in this story, which is, in substance, the personal story of Clevio Massimo Sabatino, as told to John R. Coryell and by him transcribed—with more or less poetic or literary license, and with many artful touches for the sake of increased interest—so that you may have the monthly and thrilling pleasure of reading it in these pages.

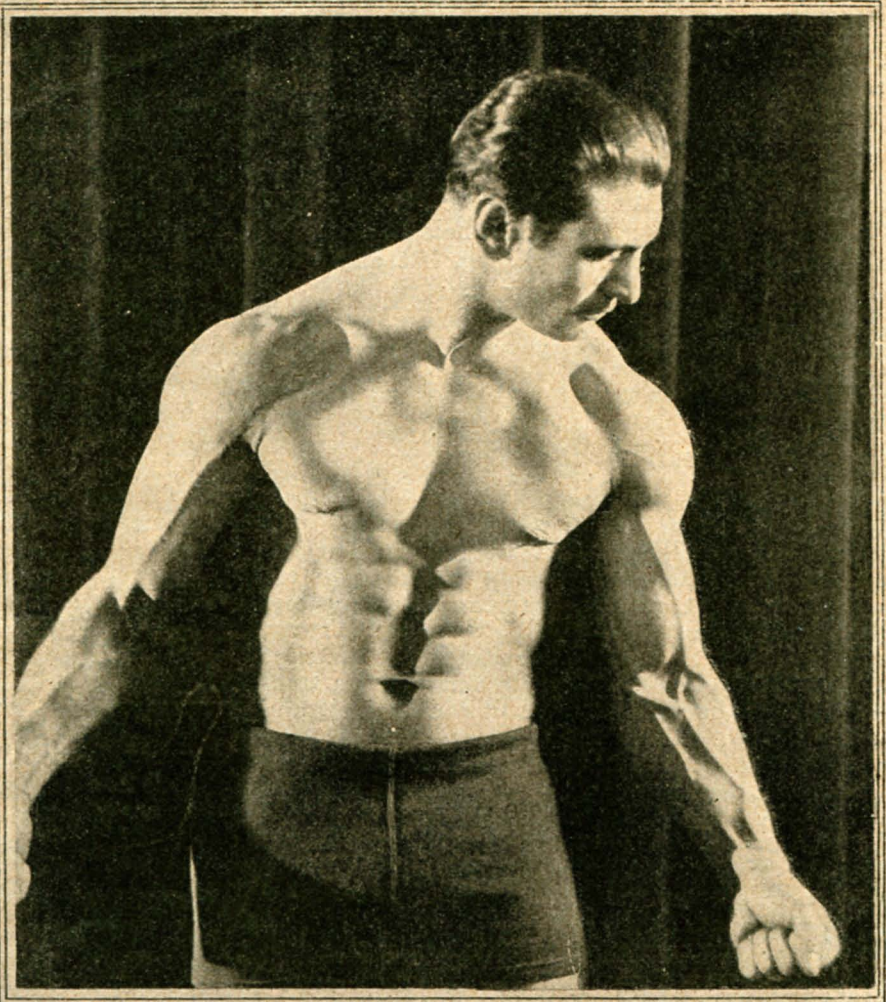
You will see the actual photographs of Clevio Massimo—as he is known professionally—on the next page, and you will marvel at his extraordinary physical development. He is also regarded as the most artistic of all athletes engaged in professional work.

The first instalment of this story published last month carried us back to an ancestral prototype of Mr. Massimo's on one of the hills near Rome, 500 B. C. For centuries the Sabatinos, a family of physical supermen marked by a characteristic heredity of strength and musical ability, have lived upon these hills not far from the Eternal City. And our hero was born there. Follows another episode in the sixteenth century in which another famous Sabatino cleaned up a well-known roughneck of the period, the Sieur de Clery, at the time the champion swordsman of all France.

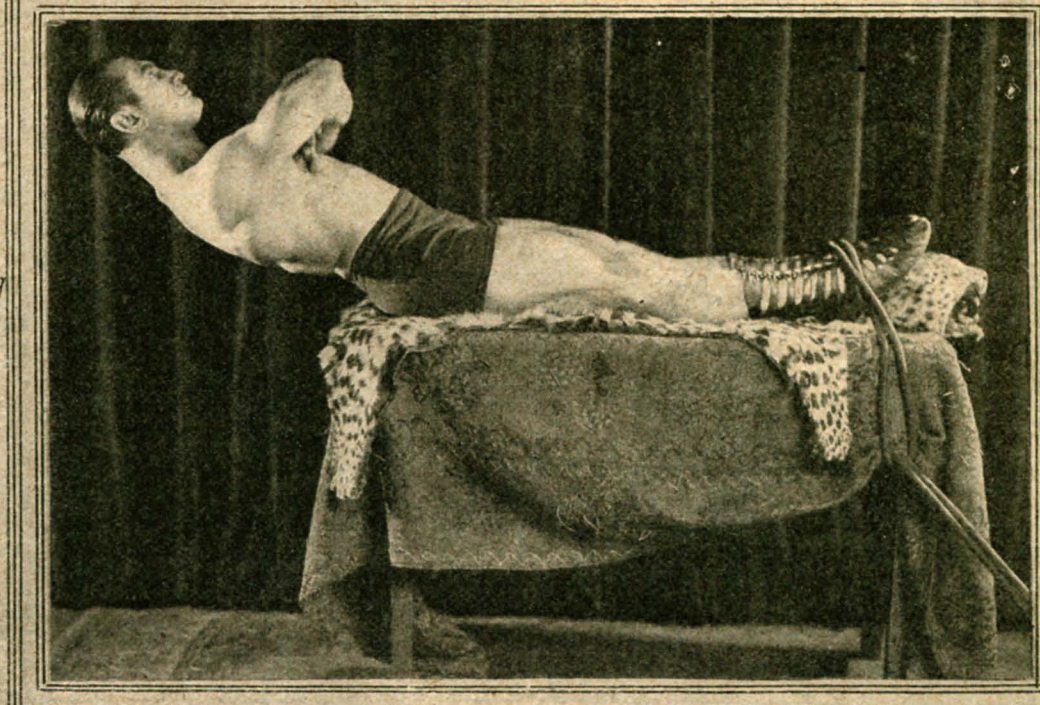
The story proceeds with the boyhood of Clevio Massimo himself, detailing his childhood fainting spells, his period of training to build strength, his love of music, and his effort to see a famous old Stradivarius violin which was known to be in the possession of a certain collector, a wealthy captain of industry in a manufacturing community not far from New York City. A strike is in progress, and Clevio finds the owner of the violin and his daughter approaching by auto, a bridge, one end of which has been undermined. Getting under the bridge and holding up the loosened end upon his shoulders, he waits breathlessly for the automobile to pass over.—The Editor.

Strengthening the Stomach

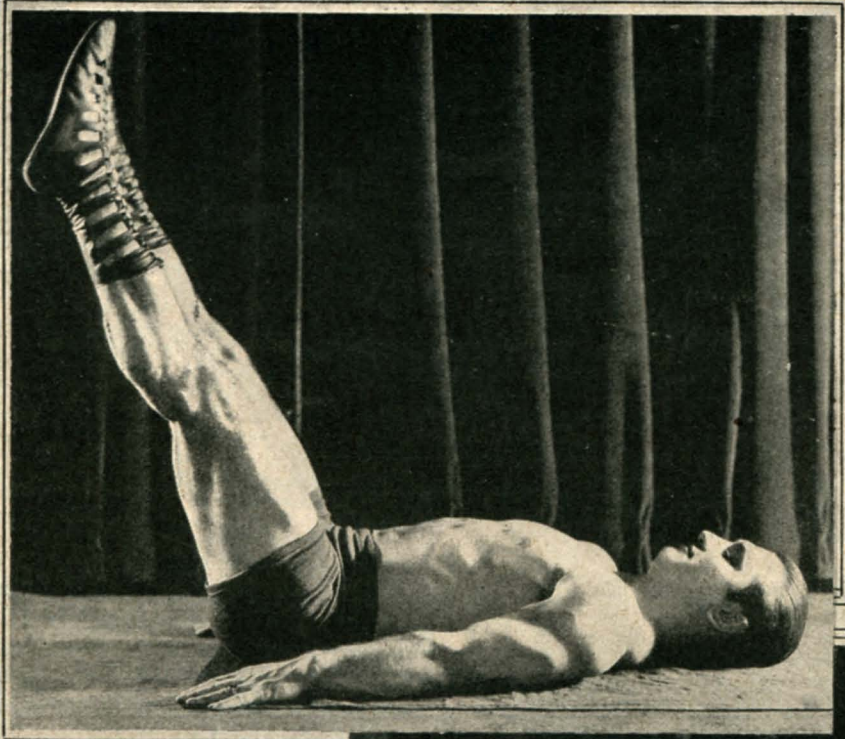
Exercises posed by Clevio Massimo



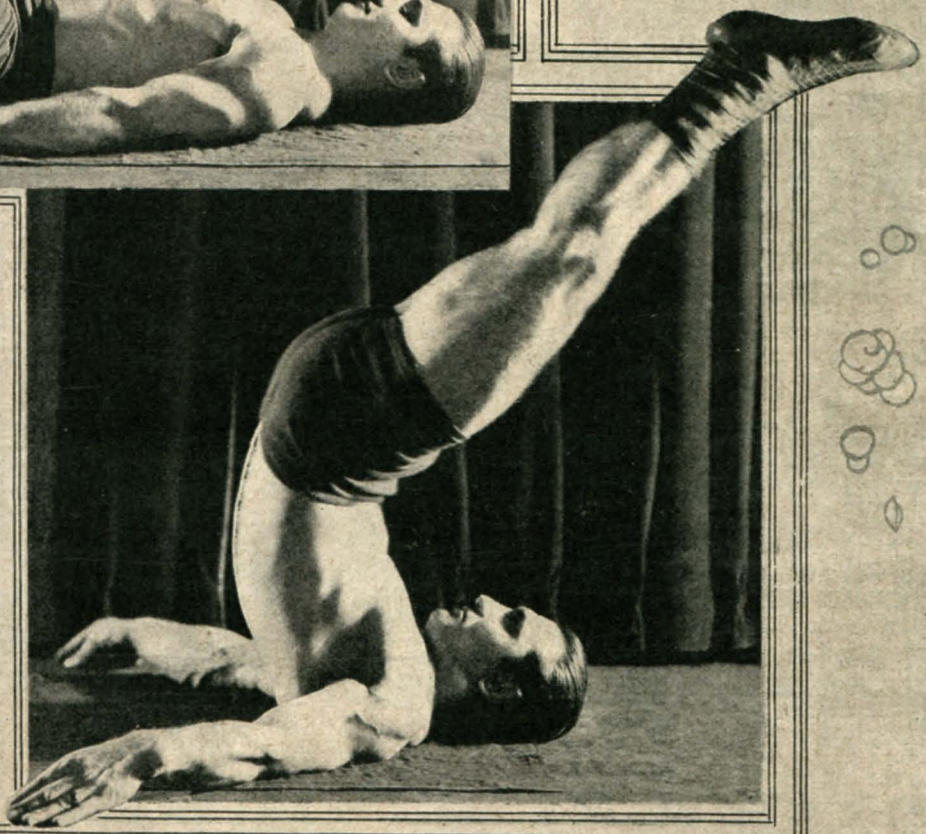
The function of the stomach being partly chemical and partly muscular in operation, muscular vigor of the entire abdominal region gives one digestive tone. Strong abdominal walls keep these organs in position; also protecting them. Strength of these parts may be developed by the simple practise of tensing, that is to say, contracting or hardening vigorously the external muscles of stomach and abdomen as illustrated here.



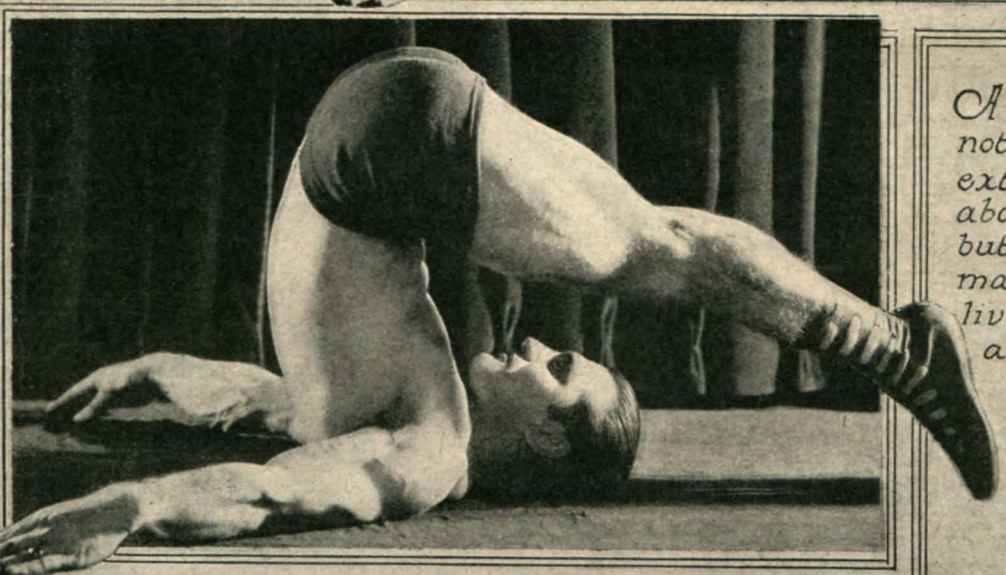
Better than the familiar exercise of rising to sitting position is this plan of strapping the feet down and letting the body extend from the hips off the end of a couch or heavy table. Lower and raise the body in this position.



Particularly for the lower abdomen, the exercise of raising the legs while lying on the back is effective.



This nearly vertical upside-down position is not so much an exercise as a corrective position, valuable in case of prolapsed organs, a common condition. This position will restore all organs to their natural position.



A superb exercise not merely for the external and abdominal muscles, but by way of massage of the liver, stomach and other organs.

The Singing Voice—How to Develop It

By Edward Lankow

PHOTOGRAPHS POSED BY NEIL HAMILTON

NOT only is singing a form of art and a source of human gratification, but it is also an excellent means to health, not only because of its influence upon the lungs, circulation, and the functions of the body, physically speaking, but because of its spiritual effect as a tonic for the nervous system. So many good voices are ruined by bad teaching, however, that an intelligent presentation on the subject of the placing of the voice will be appreciated. In a former article upon the subject, Mr. Lankow gave two simple rules by which to judge a vocal teacher. First, can he sing a beautiful tone himself? Even if not powerful, the tone should be beautiful. Second, is he more interested in the fee than in the lesson? In other words, does he charge high prices for lessons that are too short? We believe that if the student will follow the detailed advice presented here, he cannot go very far wrong. This is a comprehensive lesson in the placing of the voice, for both singing and speaking—the second of a series of practical lessons in vocal training.

—The Editor.



Showing the correct position for singing or speaking, shoulders well back, chest well forward, with complete relaxation of all muscles except those actually used in singing

The Diaphragm

THE diaphragm is a muscular partition which separates the lungs from the digestive organs. It is a sheet of muscle attached to the lower ribs and to the back-bone. It is a very strong muscle and the most important one from the standpoint of breath control for singers. In its natural, relaxed state, when the ribs are not lifted, the shape of the diaphragm is something like a bowl turned upside down. On the other hand, when a large, deep breath is taken, the middle of the diaphragm stretches downward until it is more like a soup plate.

The diaphragm is capable of very strong contraction.

Place the fingers of your hand over the soft flesh right under the breast bone. Cough. Cough quite strongly. The flesh under the fingers should harden and bounce out. That is because of the contraction of the diaphragm. Naturally the whole muscle is contracting and you are only feeling of one little part of it. By running your fingers down along the edge of the ribs, you will feel the same sort of bounce when you cough all along where the diaphragm is fastened to the bony structure. However, in testing yourself for diaphragmatic action, the best place to feel is right under the breast bone.

The diaphragm is to be used for pushing the air out through the vocal chords. The stronger the action of the diaphragm, the louder will be the tone, other conditions being unchanged. Absolute control of this important muscle is begun with this lesson. The artist must acquire it. So continued exercise of the diaphragm is earnestly urged upon the student.

Anyone can get noticeable contraction of the diaphragm by coughing. The next step is to learn to contract it without such violent action. Try saying "ha! ha! ha! ha!"—loudly at first. The flesh



Front view of the correct singing position. The body is well-poised, the weight preferably on the balls of the feet, head erect, and the shoulders carried easily as though "floating."



The external throat muscles must be completely relaxed if you would produce a proper tone. Feel them this way to insure against any tension.



Showing the right method to produce the sound of humming, the throat relaxed. A valuable vocal exercise only if an open throat is insured.

under the breast bone bounces out almost as strongly as for the cough. Now repeat the "ha's" in a quieter tone of voice. The muscular action becomes less strong. Continue to decrease the volume of the voice until you reach a whisper, but be sure that even then there is a perceptible contraction of the diaphragm. By this time, you should begin to sense the proper way to contract the diaphragm and be able to do it without making any vocal sound at all. Try it several times. *Will* the outbouncing without voice. This is the action to be used in the following exercise and, indeed, throughout the rest of your artistic life. At the same time you are developing diaphragmatic control, you are to learn the fundamentals of voice placement.

Don't talk back in your throat. Don't sing back in the throat. Learn to bring the voice forward. The following exercise will help you in this.



Here is clearly indicated the particular part of the abdominal region which controls the tone. Whenever you are making a tone the abdominal muscles immediately under the hand should assist the diaphragm. When these muscles are properly tensed the tones should become steadier and stronger and should be more easily controlled.

Exercise

Place the right hand on the abdomen—without any pressure—and *whisper* strongly. I mean an actual whisper with absolutely no tone, no vibration of the vocal chords. Use a separate breath to each sound and for each, feel a strong contraction of the diaphragm together with a pulling in of the lower abdominal muscles in support.

Very slowly, then, whisper the following vowel sounds: "ah! a! e! o! oo!" Contract the diaphragm very strongly for each letter using a separate breath for each. Whispering brings the sound forward to the teeth. Learn to feel a connection between the diaphragm's contraction and the teeth. Get the words where you can bite them with the front teeth. Meanwhile, note what is happening. When you whisper, the throat and under-chin muscles are absolutely soft and relaxed. This is correct. You must learn to keep the same condition when tone is added, a point which will be taken up in another lesson. Meanwhile, practice ten minutes night and morning on this exercise and continue with the breathing work.



Here at the top of the nose is where the "moo" and all other tones will vibrate if properly placed.



Position of the mouth to produce the tone of "oo" as in mood or spoon. This tone properly places the voice and all other tones of every nature should emerge from this particular tone.



Showing a continuation of the humming exercise with the mouth open. Be especially careful to so place the tone that it will vibrate in the upper part of the nasal passages—the bridge of the nose.

Voice Placement

One of the most difficult and perplexing problems of vocal culture is that process called "voice placement." It is one, too, which has raised much controversy, so divergent and various are the opinions of teachers on this subject. Rarely can two Masters be found who are in harmony as to the best method of putting the voice in its proper place. Many maintain there is no absolute method and that it must vary according to the faculties of the pupil. Such is not the case. Also, very few have any idea how to determine whether or not the desired result has been accomplished.

One of the most important items in the proper placing of the voice is the relaxation of the body. This question is a delicate one, for it must be argued from conclusion to premise instead of vice versa. The pupil must (*Continued on page* 140)

What's Wrong With Your Shoes?

By Wainwright Evans

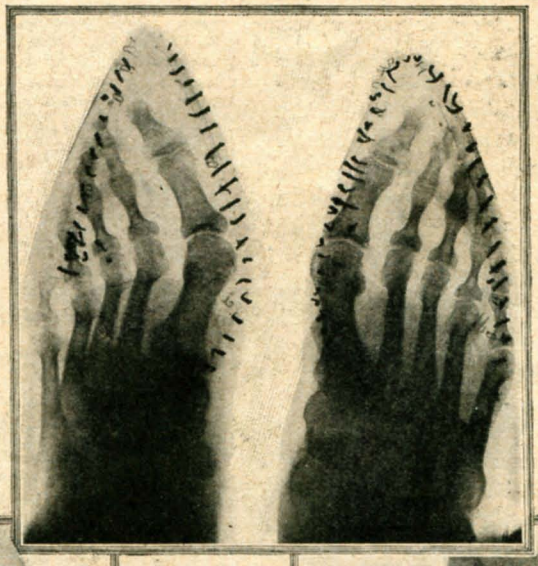
GOD made the foot; man made the shoe—and made a mess of it.

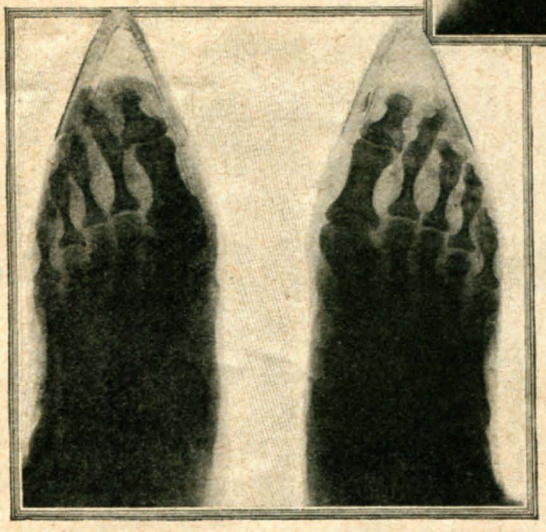
Back in the dawn of Time, æons before we ever thought of Art, the shoe began as a protective covering. It has since degenerated into an ornamental casing that says to the foot, "Conform!"

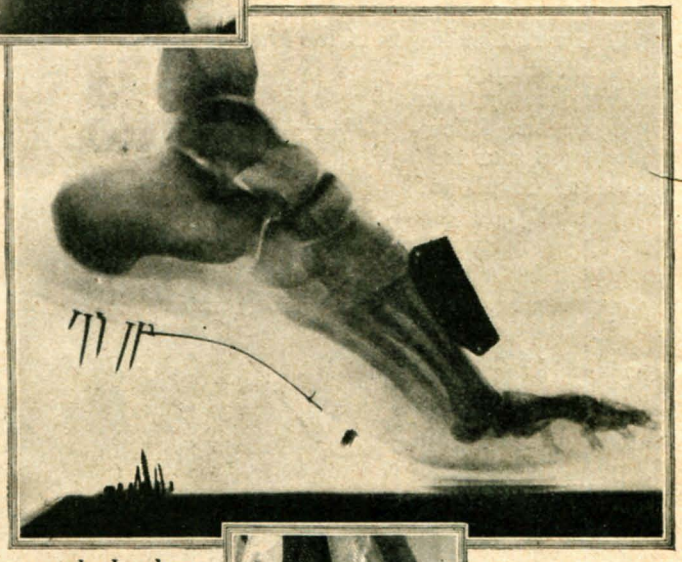
When the Shoemaker forgot his last and went in for æsthetics it was an evil day for the human race. Unflinching we tread where he has broken trail; and the world's aching feet, its hammer toes, its fallen arches, its toe felons, its ugly bunions, and its ubiquitous corns ring the changes of the melancholy story. Nor is there a corn-plaster advertisement, nor a chiropodist shingle, nor a fashionable shoe window display that does not again and again shout the truth to a generation that will not hear.

Of course there are many reasons why people will not hear. Chief among them is the fact that almost nobody has the least conception of the mountainous, the heaped up misery, unhappiness, ill health, reduced personal efficiency, and industrial and economic loss that are directly traceable to shoes that do not fit, and are so made that they cannot fit.

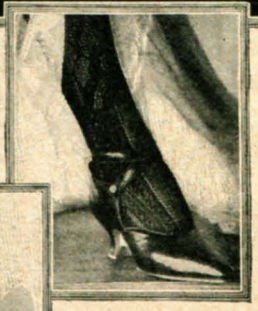
I once asked a shoe dealer in Fifth Avenue, a man who makes his own shoes, and whose product is supposed to be the finest that skill and knowledge can produce, to give me a frank answer to two questions: first, ought persons with the slightest regard for their feet to wear his shoes, or the shoes on sale in stores of equal exclusiveness in New York? Second, if he felt that he had to conform to the fashions and sell his customers the thing they thought they







These x-ray photographs of foot deformities show first, above, the bent position of the bones from wearing shoes too narrow and too short; girl of sixteen. At left, deformed toes, the last three turned under, caused by narrow last. At right, a similar foot, little toes curled downward; also showing abnormal position of the bones with the French heel. The little insert shows the type of shoe that most quickly produces such havoc, the French vamp.



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The x-ray photographs shown are published by courtesy of the X-Ray Foot-o-Scope Corporation of Boston. Some progressive shoe stores, notably Best and Company, New York City, maintain an x-ray apparatus known as the foot-o-scope, whereby the customer is enabled to see his own foot in the shoe that he is trying on, and so see just how it fits. This should help one to guard against shoes too short or too narrow.



In this photograph we have one foot in the shoe, the other barefoot, showing an almost perfect pair of feet, with very good alignment of the bones. Your shoe should permit of this natural spread of the toes.



At the left, a typical bunion foot. The doctor will call it "hallus valgus." This is purely the result of improperly fitting shoes. Conditions of this kind never arise among peoples that go barefooted or among those wearing sandals or moccasins. An operation is usually suggested, but this cannot offset the influence of improperly shaped footgear.



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New York City

The photo at the left indicates the influence of the French heel and pointed toe in making the foot look big. It is supposed to make the foot look small and dainty, but in this shoe, side view, the lady's foot looks like Jack Johnson's. The left foot, seen from the front, looks more like a horse's hoof than anything that we have seen for some time. If these shoes do not make the foot look pretty, then what other excuse can one find for them? The x-ray photo above shows the foot of a society woman, length of shoe O. K., but too narrow.

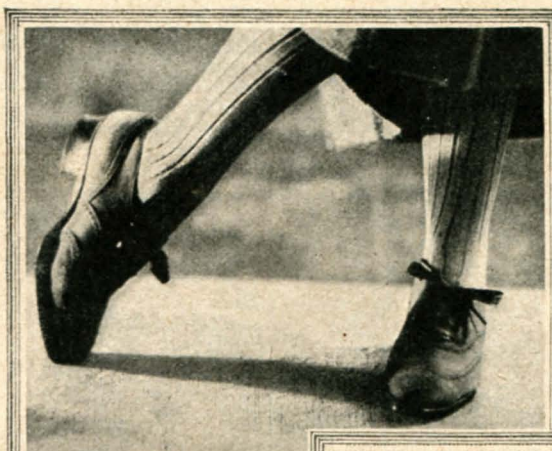


wanted, why didn't he at least do his bit toward educating them into sanity by having in stock, and on view, shoes of the kind they *ought* to buy?

To the first question he answered that his shoes would inevitably deform the feet of any one who wore them—and that in that respect they were precisely similar to all other fashionable shoes. To the second he replied that while he was in full sympathy with the thought that shoes ought to be made to fit the foot, he could not possibly afford to do anything that would give his fashionable customers the impression that he was running an orthopædic shoe store. "If they got such an idea," he said, "they would go across the street to my competitor, who isn't interested in tiresome crusades for ugly footwear."

"Ugly?" I asked, realizing that he had named the rub. "Do you mean to say that a properly fitting shoe can't be beautiful?"

He smiled wickedly. "I do. —The shoe is unique among all our articles of dress in one respect—it must not fit. The shoe that fits is ugly, just as the coat that fits is beautiful. I don't pretend to explain it, but it's so. A properly fitting shoe is the limit when it comes to looks: the fashionable shoe, on the contrary, is beautiful—largely because it makes the foot look like it isn't. Of course most persons, particularly women, will take beauty before health and comfort any time. The first essential of a shoe is that it must not fit. (*Continued on page* 82)

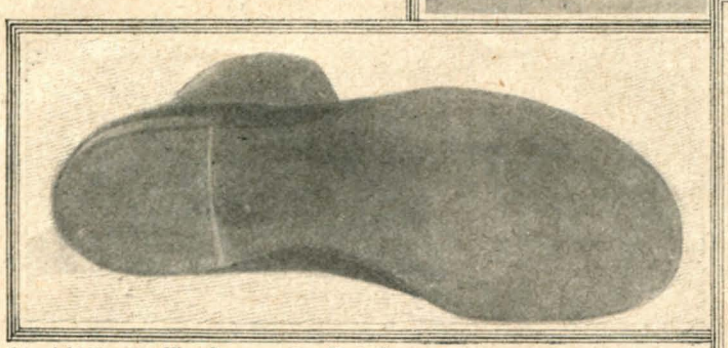


Copyright Bertram Park, supplied by International Photo Service, New York City

On the golf links, at least, most women wear shoes that are more or less sensible, though one questions as to whether or not these are too short.

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This is what one may call a compromise shoe, favored by many women. The Cuban heel is really too high for the best requirements, and even this shoe may prove unsatisfactory if too short, too narrow, or if the inside line of the toes is not satisfactory.



Copyright Keystone View Company, New York City

The United States Army shoe is practically ideal for all purposes. It conforms to all requirements, and is all leather.



I Spend One Hour—and Buy One Day of Efficiency

By Vivian Miller

HOW do I keep fit? My method of keeping fit is by obeying the laws of Nature, and even then finding time to lead the normal life of the modern woman.

Many persons are deterred from taking proper care of their bodies because as they put it, "it takes too much time." Instead, strange anomaly of human nature, they prefer "to leave undone those things which they ought to have done and do those things which they ought not to have done," and, when there is no health in them, take, oh! so much more time trying to regain their lost possession. Such inconsistency is pitiful.

True, to keep oneself fit does take time, but it is not a full day's work as so many would imply, and the results in buoyant health, mental energy and spiritual optimism are surely worth the effort.

Recently I read the most convincing argument it has ever been my privilege to read on the great benefits to be derived from keeping fit. It is the story entitled "France's Fighting Woman Doctor," in Dorothy Canfield's little book, "The Day of Glory."

She, Doctor Nicole Gerard Mangin, never found her duties too arduous to prevent her from giving a suitable length of time to the preservation of her body and yet she was at the front under shell fire for four years, often getting neither sleep nor rest for days at a time.

If under such stress and strain this little woman could still find time to keep fit, surely we should be ashamed to plead lack of time as an excuse for not keeping ourselves in one hundred per cent. health.

My daily schedule consists of five fundamental and five incidental points. The first five are—correct diet, sufficient exercise, deep breathing, internal and external bathing and sleep.

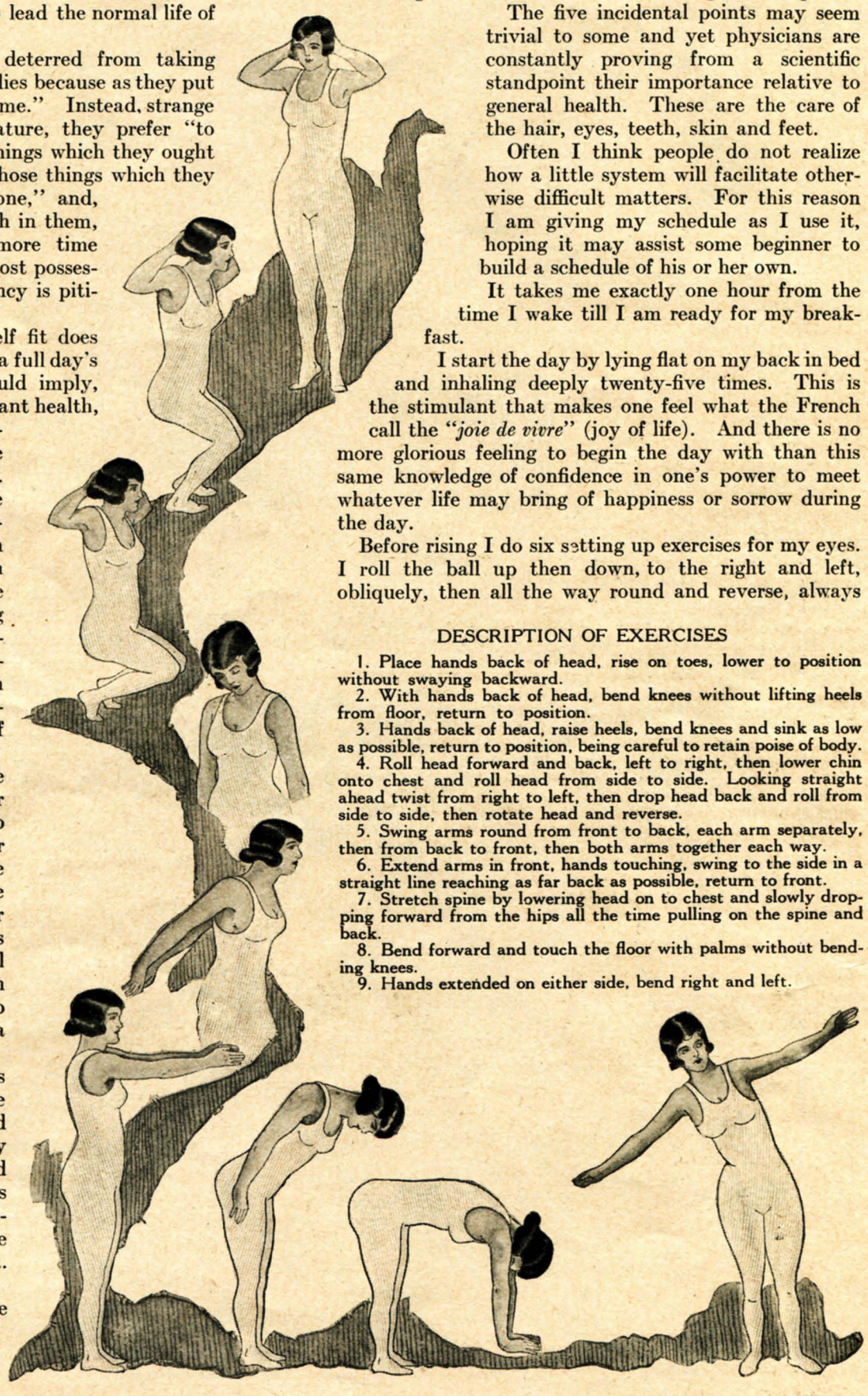
The five incidental points may seem trivial to some and yet physicians are constantly proving from a scientific standpoint their importance relative to general health. These are the care of the hair, eyes, teeth, skin and feet.

Often I think people do not realize how a little system will facilitate otherwise difficult matters. For this reason I am giving my schedule as I use it, hoping it may assist some beginner to build a schedule of his or her own.

It takes me exactly one hour from the time I wake till I am ready for my breakfast.

I start the day by lying flat on my back in bed and inhaling deeply twenty-five times. This is the stimulant that makes one feel what the French call the "*joie de vivre*" (joy of life). And there is no more glorious feeling to begin the day with than this same knowledge of confidence in one's power to meet whatever life may bring of happiness or sorrow during the day.

Before rising I do six setting up exercises for my eyes. I roll the ball up then down, to the right and left, obliquely, then all the way round and reverse, always



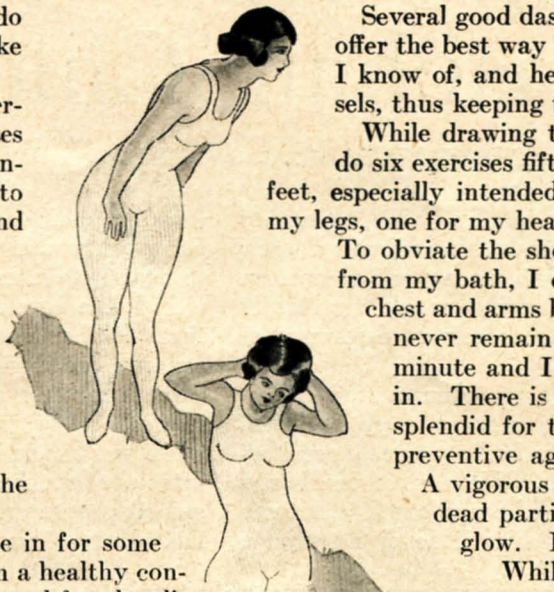
DESCRIPTION OF EXERCISES

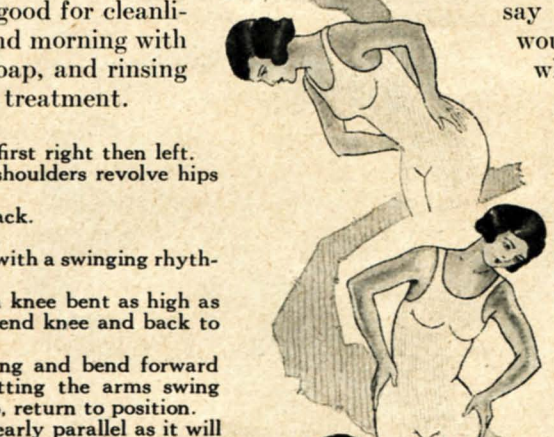
1. Place hands back of head, rise on toes, lower to position without swaying backward.
2. With hands back of head, bend knees without lifting heels from floor, return to position.
3. Hands back of head, raise heels, bend knees and sink as low as possible, return to position, being careful to retain poise of body.
4. Roll head forward and back, left to right, then lower chin onto chest and roll head from side to side. Looking straight ahead twist from right to left, then drop head back and roll from side to side, then rotate head and reverse.
5. Swing arms round from front to back, each arm separately, then from back to front, then both arms together each way.
6. Extend arms in front, hands touching, swing to the side in a straight line reaching as far back as possible, return to front.
7. Stretch spine by lowering head on to chest and slowly dropping forward from the hips all the time pulling on the spine and back.
8. Bend forward and touch the floor with palms without bending knees.
9. Hands extended on either side, bend right and left.

stretching them as far as possible. I do each exercise fifteen times and they take me from two to three minutes.

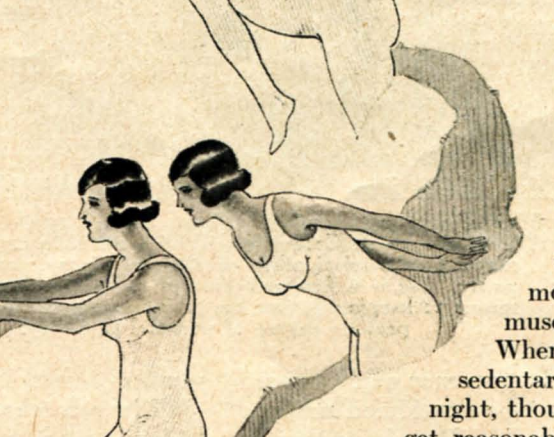
The care of the teeth cannot be overestimated and many stubborn diseases have been traced to a sick tooth or unhealthy gums. Here again exercise to stimulate circulation is necessary and as we cannot send our gums out for a walk or for a game of golf and as our present day food is more or less soft the best way I find to stimulate dental health is to massage my gums with a medium hard tooth brush, being sure it isn't too hard, night and morning. At night I massage for at least five minutes by the clock.

It is now time for my face to come in for some attention. A healthy skin comes from a healthy constitution and local treatment is only good for cleanliness. I find washing my face night and morning with warm water and Woodbury's facial soap, and rinsing with very cold water a most effective treatment.









10. Bend from the hips and rotate body first right then left.
11. Hands behind head without moving shoulders revolve hips first to the right then to the left.
12. Hands on hips bend forward and back.
13. Hands on hips bend from side to side.

The succeeding exercises should be done with a swinging rhythmical movement.

14. With hands on hips lift right leg with knee bent as high as possible then swing leg out straight front, bend knee and back to position. Left leg the same way.
15. Place arms over head as for swimming and bend forward with a swinging motion from the hips, letting the arms swing past the sides and as far back as they will go, return to position.
16. Left arm out straight, right arm as nearly parallel as it will go rise on toes and bend knees slightly at the same time swinging the arms with a relaxing motion from one side to the other without twisting at the waist.
17. With body to the front and arms extended front swing trunk and arms as far round to one side as possible then to the other hugging the body with arms each time.
18. Facing front with right foot take long step forward keeping both legs straight, extend arms forward hands touching, bend right knee rising on left toe at the same time swing arms back as far as possible, return to first position, reverse feet.

Several good dashes of cold water in one's eyes offer the best way to become "wide awake" that I know of, and help to contract the blood vessels, thus keeping the whites of the eyes clear.

While drawing the water for my cold bath I do six exercises fifteen times each. Two for my feet, especially intended to prevent flatfoot, two for my legs, one for my head and one for my arms.

To obviate the shock and to stimulate reaction from my bath, I dash cold water on my neck, chest and arms before getting into the tub. I never remain in the water more than one minute and I "keep a-movin'" while I am in. There is no doubt that cold baths are splendid for the circulation and the surest preventive against colds and sore throats. A vigorous rub with a towel removes the dead particles of skin and puts me in a glow. I take three hot baths a week.

While I am on this subject let me say that I believe many people would be benefited by cold baths who think they cannot take them. Like everything else in life one must become hardened and educated to them. The way I accomplished this was by starting in warm weather to take baths not cooler than seventy degrees, gradually every two or three days reducing it a degree until at the end of three months I was and have been ever since taking my baths as cold as I can draw the water. Naturally after a bath as warm as seventy degrees one's reaction is slight, but this increases as the water gets colder and one becomes hardened.

To establish the warmth caused by the reaction I now do ten body exercises each fifteen times.

In making out my schedule I have given thought to two things. First, to exercise every muscle in my body as far as that is possible in such a limited time, and, secondly, to exercise more especially my abdominal muscles.

When I am leading a particularly sedentary life I repeat these exercises at night, though I do not do so when I can get reasonable recreation. I believe most heartily in all kinds of sports and participate in them whenever I have an opportunity. My chief delight is a daily walk of several miles.

Water drinking is of prime importance. The first thing in the morning and the last thing at night I drink a glass of cool water, or if I happen not to be quite up to par I take it warm.

There are two things I make (*Continued on page* 66)

Michigan's New Governor—Ex-Baseball Champion

An Interview with Governor A. J. Groesbeck

THIS is an age of self-made men. All men are to a certain extent self-made, regardless of their early environments. But among self-made men who have largely directed their own struggles from early boyhood, Governor A. J. Groesbeck is deserving of special mention.

At eleven years of age he was taken out of school. He was considered sufficiently mature to go to work, though the "schooling" that he had previously received was hardly worth mentioning. He came from hardy stock and the early age at which he was forced to become a wage-earner apparently did him little or no injury. He admits that the hard work may have stunted his growth, though he is now five feet nine inches tall and weighs one hundred and seventy-five pounds.

And he is still an alert, supple, broad-shouldered bachelor at forty-seven.

Something for the physical culture girls of Michigan to consider! Can he go through the first term as governor and make the same statement?

I have my doubts!

In physical appearance the governor very closely approximates the Roosevelt type when this strenuous statesman was in his prime. Deep-chested, vital, vigorous; he carries himself like a soldier. His body is well rounded with flesh but one could never call him fat.

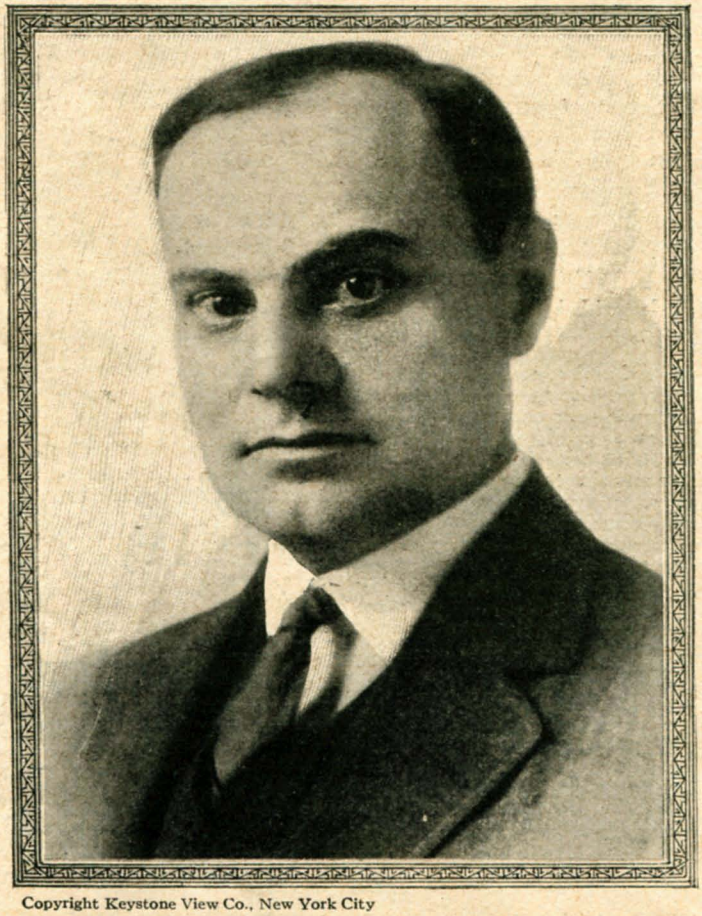
His features show the possession of poise, power and great force of character. He is the fighting type, the masterful man with body and brain superbly harmonized, liberally supplied with self-control and self-confidence. One statement that the governor made pleased me very greatly. He said that he considered smoking one of the greatest American evils. He admits that he was addicted to the habit for a long time, but that he has recently stopped it.

Though many might disagree with the governor in classing smoking as the greatest American evil, it is unquestionably harmful to an unusual degree. If one can avoid the habit, he will be keener in mind and more vital in body as he approaches "middle age."

The occupation to which the governor's time was devoted at the early age of eleven, was barrel making. His work was in the stave making department, referred to as the stave mills.

It is the hardest kind of manual labor. He admits that it hardened his muscles, made him strong, squared his shoulders, and that he found time to do enough reading and studying to broaden his viewpoint of life.

He worked in these mills from the ages of eleven to fifteen. In these three years of hard work he had gained about twenty pounds of hard muscle. He had had plenty of time to interest himself in baseball, swimming, skating and various outdoor exercises so attractive to boys of his age, and at the age of sixteen his interest in baseball had begun to assume championship form. The powerful arms that he had developed as a result of his hard work in the stave mills, were useful in this game. He could throw a ball with the swiftness and force of a rocket, and it did not take him long to learn the curves that were so new at that time.



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Governor A. J. Groesbeck of Michigan is a typical example of the relationship of physical vigor to executive power. He is a firm advocate of physical culture as a means to keeping fit and the maintenance of the highest possible degree of personal efficiency.

But let him tell his own story of his baseball experience:

"In Wallaceburg, Michigan, they can never look upon me as a governor; to a certain extent it is like a mother's attitude toward her son. No matter what position her son may occupy, or how big his size, he is always her boy. And to the citizens of Wallaceburg I will always be the champion baseball pitcher.

"Here was where I had a large part of my baseball experience, and I must say that I enjoyed every minute of it.

"I love baseball. It is a wonderful game. I really believe that it not only helped to develop me physically, but it assisted in giving me the force of character and to a certain extent the ambition and determination which has enabled me to make something of myself.

"In Wallaceburg at this time, they had two 'nines,' one made up of boys of about twenty, and another nine made up of boys of fifteen. My first experience was with the younger team. But I had not been pitching very long before I graduated (*Continued on page* 97)

No Healthy Race Without Birth Control

By Margaret Sanger



OUR girls must be brought up to realize that Motherhood is the most sacred profession in the world, and that it is a profession that requires more preparation than any other open to women. This preparation must be begun in infancy; but unlike much of the dull routine of what passes for preliminary "education" to-day, the "prerequisites" for motherhood should be made, and luckily for us, are being made more and more interesting for girls and young women. The first requisite is, of course, sound healthy bodies—and incidentally sound healthy minds—built up by play and sport and work of the right kind.

One of the most encouraging signs to-day is that more and more girls and women are entering into sports that build up strong bodies—swimming, diving, skating, tennis and many others—and that the old ideals and fashions of the all-too-ladylike are disappearing. The old-time fashion of fainting or swooning we read about in the novels of the nineteenth century is dead. The "wasp" waist is gone; and if the corset has not completely gone, it is going rapidly, with the long skirts that hampered the limbs, and the high heels that make walking a caricature. Once freed of these silly impediments women can never again give up their freedom. And if these styles are fatal to the flaws of obesity and thinness, those defects will somehow also disappear.

I place this stress upon healthy bodies for the future mothers of the race, because I am firmly convinced that strong healthy women will not choose as the fathers of their children puny, anemic men; and thus if our girls become more and more gloriously healthy, the boys will likewise have to be. The day is passing when any puny, under-developed male can "choose the mother of his children." The new, strong young woman will only be attracted to the physically fit young man. In this matter, we may trust the girl more than the young man.

Beauty is no longer skin deep. Nothing could be more false than that silly adage. Beauty, as we are more and more coming to recognize, is not a matter of a pair of blue eyes or brown, of Mary Pickford curls, or a skilfully imposed mask of make-up. Beauty is bone deep. Beauty is health and strength and soundness of limb and body. Take care of the body and the complexion will take care of itself. Develop your body and beauty, the real beauty, not the conventional and artificial, will inevitably result.

The well-developed, strong, healthy body is the first requisite for motherhood. And that includes brain development, intelligence and spirituality as well. These latter qualities are needed in the choosing of the husband. But once these problems are satisfactorily solved, the young woman may yet be unprepared for motherhood. If she has been a working woman, she will probably need rest and relaxation before undertaking the supreme task of maternity. Modern life, especially modern city life, is becoming more and more complex. Living conditions are difficult. New homes are hard to find; they are moreover expensive. Under such conditions, while it may be most advisable for the young couple to marry, it may be financially impossible or impractical to bring children into the world the first years of marriage. This is especially true of city dwellers, where high rents and the high cost of living must first be met and mastered. Birth control, in one form or another, is then the most practical solution of this diffi- (*Continued on page* 123)

What Can You Do For Birth Control?

MRS. MARGARET SANGER has given in this article some practical, constructive suggestions about what you can do in your own community to further the great principle of birth control, and through that the improvement of the health of the race and the improvement of the race itself. Do not forget that birth control is not, as many narrow-minded persons have supposed, a mere matter of avoiding motherhood and promoting race extinction. Nothing could be further from the truth. It involves not merely the limitation of parenthood among those who should not have too many children, but the encouragement of maternity among those worthy citizens who should more extensively reproduce their kind. Mrs. Sanger's expression, "mobilizing for motherhood" is full of meaning.

A Monstrous, Murderous Evil

By Bernarr Macfadden

SEX is a mighty force.

It controls the human universe.

It stands preeminent, dominating all it surveys.

It is God-like in its beneficence if its edicts are obeyed.

And it is a devil incarnate if its laws are broken.

Ignorance or innocence will not ameliorate the offence. It is no excuse.

OBEY THE LAW! is the clarion-cry of the god of sex.

And if you do not, may God have mercy on your soul—and your body also!

If you have no knowledge of this law, if you are going through life sex-blind, you are like a drunken man trying to find his way over a precipitous path. You are liable to fall into the very depths of a living hell at any moment.

And do not think that mere compliance with conventional demands will save you?

With PRUDERY at the helm, even the holy sacrament of marriage itself is sometimes tainted with vulgar significance. And the penalties that are being paid for this diabolical, mistaken attitude take a heavier toll in misery, weakness and death every week of every year, than that which the great World War exacted of this country.

Men, thousands, millions of them, go down in the maelstrom of life's struggles, years and years before their time, through the merciless diseases, that are the result of marriages that do not become and continue a true mating.

Sometimes the disease is referred to as consumption. It often assumes symptoms of pneumonia. Or it may be vital depletion, or rheumatism, neuritis or any one of the diseases of the stomach or the alimentary canal. But if the actual cause of death were placed on the death certificate it would be a mismated marriage or other sexual mistakes. When sex is tampered with the very source of life itself is frittered away.

Almost all the "female weaknesses" referred to in patent medicine advertising come from this cause. It is the same with a large percentage of the operative diseases.

When marriage is formed without this physiological requirement—a true mating—you are liable to stray away into the region that is often referred to as "Infernal."

Many marriages never reach the true-mating stage. And many fail to remain within its sacred precincts.

And we have the incomprehensible audacity to wonder why there are so few really happy marriages! The laws of life are definitely and clearly defined. A man must be a man. There are certain masculine demands made upon him because of his manhood.

The laws are equally exacting as far as womanhood is concerned.

Every red-blooded man demands a real mate. And when the fact is fully considered, that marriage is largely physical, at least, as far as mating is concerned, we can then partly understand the difficulties against which we are contending.

Wifehood, motherhood, demands vitality; it demands strength and firmness of bodily tissues. But few people consider or understand this. Men and women are too often carried away by a momentary fascination, and marry without realizing the defects of their life partner.

Marriages of this kind can not result in a true mating. They frequently bring discord and unhappiness that ends in a divorce court or has even worse consequences.

Ignorance of the beneficent laws of sex which should control masculinity and femininity, brings mistakes that ruin the health and lives of literally millions of people.

Therefore I maintain this is A MONSTROUS, MURDEROUS EVIL. Knowledge of the physiology of sex is life's most important requirement. There is no influence that exercises a greater power. And if you are not prepared to intelligently control this force, it is capable of doing incalculable harm.

Protect yourself with knowledge. Light the pathway of life so clearly that you can see your way at every step. Then mistakes are difficult. You should be master of every situation. For then you are armed to meet life's most important emergencies.

Stories in Pictures



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This is the life! If you cannot go to Switzerland, however, you can find open air just as good, sweet and fresh around your own town.

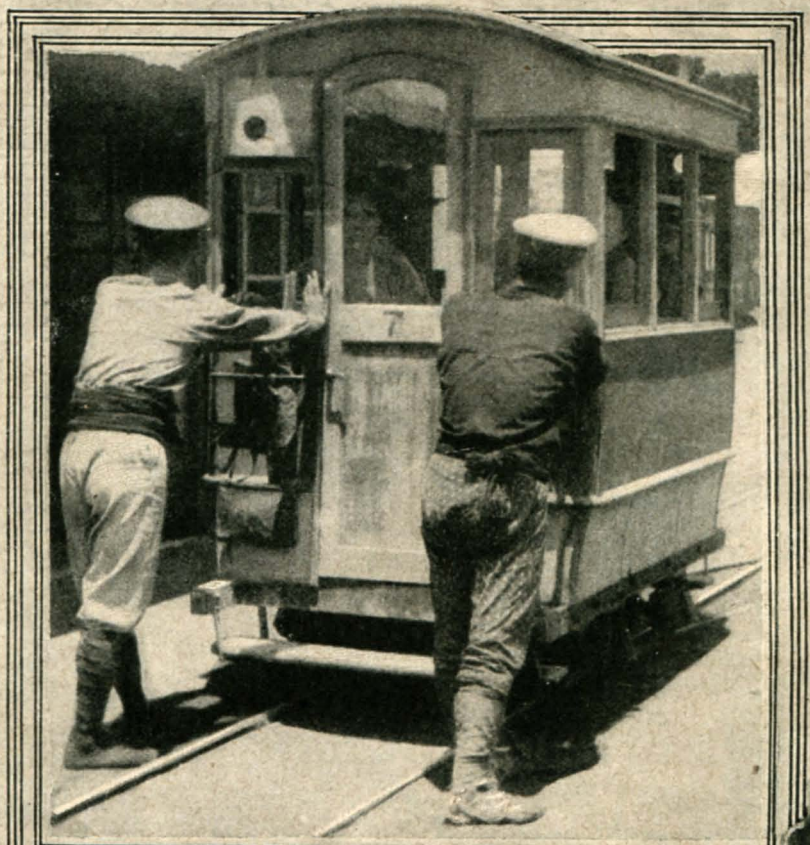
United States marines play as strenuously as they fight. Some "Over the Top" tactics in playing pushball.



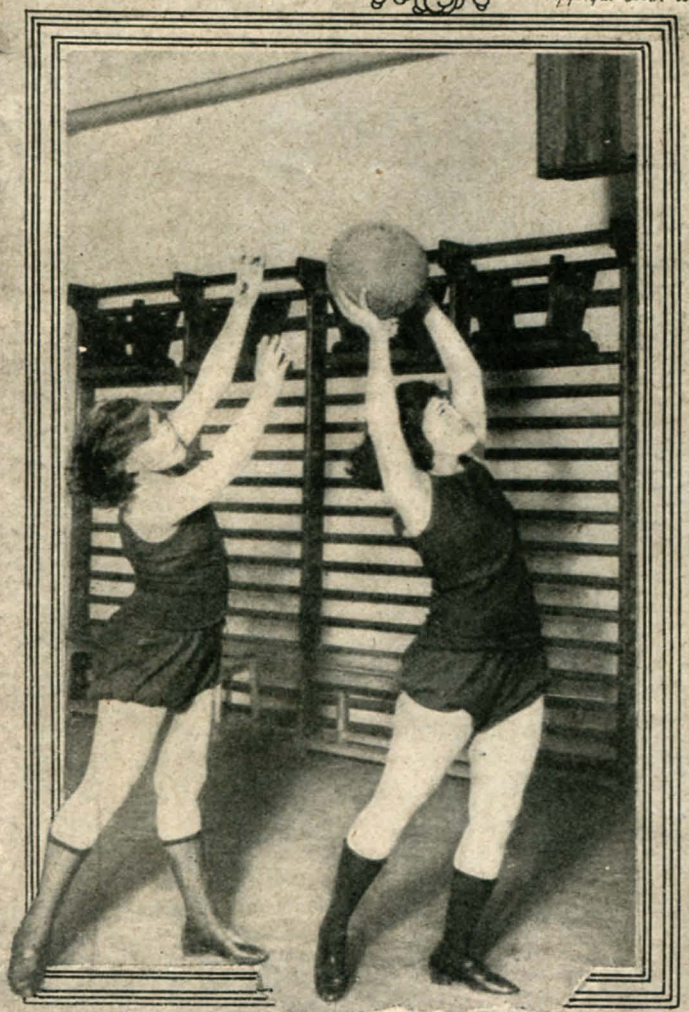
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Stories in Pictures

How would you like to be a motorman in China? They are using man-power street cars in Ohara, Magusa, China.



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Beautiful snow is a beautifier according to Miss Marie Curtis of Detroit, Michigan swimming champion, who is fond of "polar bear" bathing.

Chicago telephone girls are taking up basketball with enthusiasm. It looks to us like a case of pretty posing, but they really do play.



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Stories in Pictures



As the Russian dancers do it at the Paris opera. M. Ricati and Mlle. Alexianna in the "Dance of Love."

Copyright Keystone View Co. N.Y. City.



A charming piece of sculpture by M. Beguine, called "L'Etriente," meaning "The Embrace."

Copyright Edward Aronic

Stories in Pictures



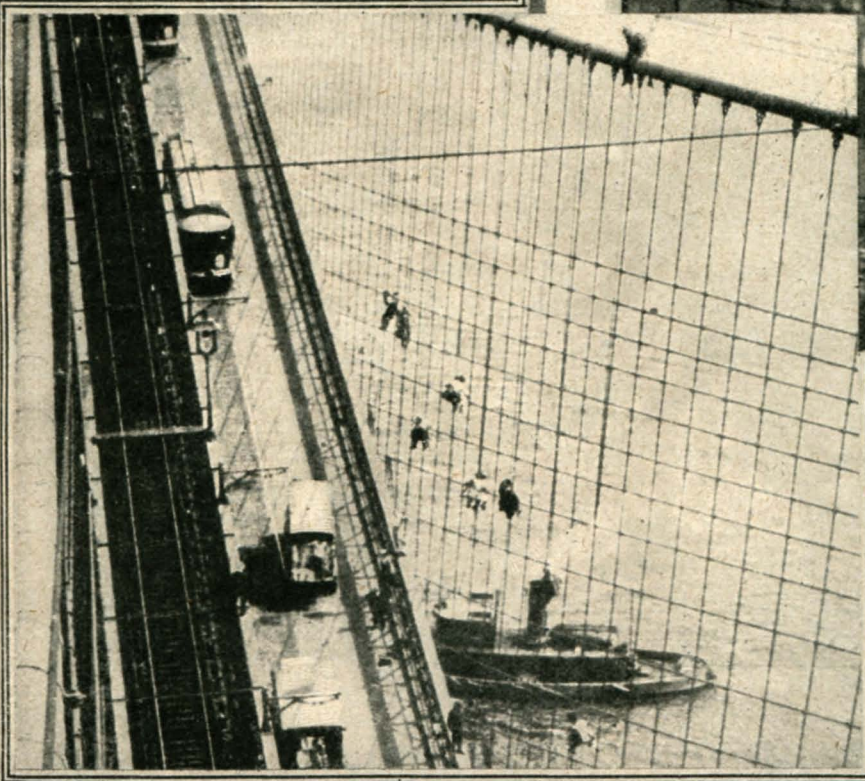
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Could you drink twenty-seven pints of water containing fishes and frogs? This is the stunt of Girobollo, a human shark with a rubber stomach performing in Berlin.

High jumping as a factor in football. The effort to prevent a goal during a game at Highbury, Arsenal versus Blackburn Rovers.



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Our idea of a nervy job. Painting the cables of the Brooklyn Bridge.

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Shall State Medicine Enslave Us?

B. J. Palmer Tells Us How To "Get Together"

Chiropractic Specialist of World-Wide Fame Presents His Ideas for the Amalgamation of the Various Organizations Opposed to the American Medical Association

By B. J. Palmer

THERE are many organizations in the United States, each directing its individual energies, thought, labor and finances along its own specific path to its own definite ends for which it was originated.

The Christian Scientists are organized to propagate their doctrine, and nothing else. That is all they are interested in.

As much could also be said for the osteopaths, chiropractors or any other now existing organization.

Each of these have individual interests to propagate, educate and protect. None of them will relinquish any of those distinctly and peculiarly individual rights.

But, likewise, each of these have common interests to protect, as against inimical legislation which would be brought forth by the American Medical Association and which is intended to injure all of them collectively as well as each of them individually.

On these common interests, they should be united in a defensive organization.

One national organization could be formed in which each organization holds one membership, to which each organization could suggest one officer to represent them, from among which representatives, officers of this common protective league, could be elected.

At appropriate times, these officers could gather, discuss and act, swinging the combined strengths of all organizations against any evil in common.

So long as this major organization did not trespass upon any of the individual rights and contained itself within the common rights, I feel sure it could and would accomplish forward motion.

This organization, as I view it, must be protective in its entire scope, in no way aggressive except in that view.

If it should encroach upon the individual rights of any one local organization or attempt to direct the policies for which it alone stands, right then the newer organization will fail, fall flat and disband for want of proper motive as viewed by each of the separate organizations.

(Signed) B. J. PALMER.

Write to Your Legislators

By Eugene Christian

PRESIDENT OF THE NATIONAL ASSOCIATION OF DRUGLESS PRACTITIONERS

THE Drug Doctors are endeavoring to put through Congress a bill or several bills which, if they become laws, will create in America a real medical autocracy, or more correctly speaking, a medical despotism the like of which was never seen in any civilized country.

These bills are introduced and promoted by political doctors and lobbyists for the American Medical Association. They call for an appropriation of about $48,000,000 for institutions operated by Medical Doctors and about $10,000,000 to carry on a so-called "department of education." Practitioners of all schools under these laws would be compelled to undergo compulsory medical examination.

All of the work appertaining to public health, that these bills propose to do, is now being done by other branches of the Government. Obviously, therefore, they have another purpose. It is hardly logical to believe that the Doctors wish to make the public so healthy that their services will not be needed.

This proposed Department of Public Health could, and would, render no real service to the American people. Its sole purpose is to create complete monopoly in the interest of the American Medical Association.

In every state in the Union, Medical Doctors have passed laws under which practitioners of all other schools have been prosecuted, jailed and put out of business, and now they are seeking Federal authority to do the same thing, only on a larger scale.

The Drug Doctors, as you know, have been custodians of the peoples' health for 2000 years. They have occupied this field with undisputed reign all this time and if they had "made good," no other methods of healing would have appeared. But the truth is they have not made good, which is shown by the facts that both drugs and disease have increased a thousand fold, and the doctors are actually shorter-lived than their patients. Those long and continued failures have set the people to thinking, with the result that newer and better methods of combating disease are being discovered. And now this cult of ancient medicine men, seeing their field invaded, rush to our National law-makers and ask the enactment of a law that will give them the power to crush the growth of these new methods and give them a monopoly of the field in which they have ignominiously failed.

Suppose cab-drivers twenty years ago had succeeded in passing a Federal Law against the use of the automobile?

These bills are presented to our National Legislature under the seductive title of "A bill to establish a Federal Department of Health and *for other purposes*"; the "other purposes" are the *true* Purposes of these infamous bills.

If Materia Medica were the true and only road to health and the higher efficiency, it would be able to stand up against all competition. It surely would not need the support of Federal Law. The doctors will answer that the purpose of these bills is to *conserve the public health*, and not to prevent other systems of healing, but this is not the truth. This is exactly the argument they have used to pass every one of their State Laws, yet under these laws they have prosecuted and jailed Chiropractors, Osteopaths, Food Specialists, Christian Scientists and Practitioners of every other school who have attempted to minister unto the sick or teach the common laws of health. (*Continued on page* 74)

What Would You Do in This Case?

A Personal Problem Department
Conducted by Carl Easton Williams

THE lady who wrote the following letter gave it the title, "The Indifferent Husband." But upon reading the letter, there came to mind the title "The Troubles of a Jelly-fish Wife," as possibly more suitable. Probably many readers will see in the predicament of this woman a lack of spirit on her own part which is to some extent responsible for her unhappiness. And yet one could scarcely say that the wife is to blame for the situation. Just as many readers will probably react in the direction of calling the husband a brute. But even this reaction may naturally culminate in the advice to the wife, to fight back.

Should A Wife Fight Back?

Here is her letter:

"I have just had a good cry. My intimate friends and neighbors would laugh heartily. Me cry! What have I to weep over? A woman so very fortunate! Such a perfect husband, such a handsome man, such a gentleman! Four happy, healthy, beautiful children, such bright, good children, too. A lovely home, a limousine. Domestic troubles there! Absurd, what more can a woman want.

"I love my husband, he is so good to our children. As soon as my two daughters hear him coming, they run to meet him to see who will get the first kiss, and he laughs joyously and hugs them both. He is a very affectionate father, always bringing home little surprises for the girls and never forgetting that fatherly pat and chat with the boys.

"But what about me! I have put on my most becoming gown, my hair is arranged with the greatest care, my cheeks are a bit rosy, my eyes are bright; for I am a well preserved woman. I have taken good care of myself, and I look no more than thirty-five, although I am fifty. He does not even glance at me. I put my arms about his neck and kiss him, "How did it go to-day, dear?" He makes no effort to return my embrace, he does not answer my question, he does not even pretend to notice me.

"We sit down to dinner. I have, as usual, a delicious meal. The children rave about the whipped cream cake. I look up at John expectantly, hoping he will give me a smile, or comment on the cake. It is good, he asks for another piece. He does not say anything about it so I venture to say 'How is it, John?' If he deigns to answer at all it is merely, 'It'll pass,' or 'All right.' Usually, however, he does not even give me that much satisfaction.

"The children are discussing a trip to a nearby city. I learn from them that their father has planned a delightful drive for the coming Sunday. He has said nothing to me about it. 'Didn't Father tell you!' they say in surprise. 'Why Mr. and Mrs. J— and Elsie and Harry are going along. We'll have the best time.' I don't know what to do. I had told my husband that my father and mother were coming over and he knowingly has made other arrangements. I am very sensitive, and feel deeply hurt. When John comes home I say sweetly: 'You must have forgotten that father and mother were to come Sunday. I don't know what to do about it?' He pays no attention at first and when I insist he gets very irritable, and says with an air of finality? 'Well, I shan't cancel this.' I don't argue but try to make the best of it. I feel like giving him a piece of my mind, but I cannot bear to have my little girl cry. She is such a tender hearted child and a few cross words make her ill. She gets very frightened and cries until her little heart seems ready to break. She becomes so nervous and feverish that it is necessary to put her to bed. On occasions when I have rebelled and this has happened, my husband gets simply furious, censuring me badly before the other children for making baby ill.

"When husband and I entertain company we never address each other. He, from force of habit, and I, because I do not wish outsiders to know how completely he ignores me. I can't recall his ever addressing me except to say a bit of sarcasm, or ask me for something he has mislaid.

"When my little girl graduated from the eighth grade, he gave her my engagement ring for a graduation present. It hurt me somewhat because he did not consult me at all. It wasn't that I cared greatly for the ring, it's just the underprinciple—the cutting way he has of doing things. When she graduated from high school, he gave her my watch. I really was angry about this, as I used the watch often. He had no right to give it to her, he could easily have purchased her a new one. I actually would have been jealous of my own daughter, only she is so like me in looks and actions. He really seems to love her more than any of the children, and I can not help but think it is because she is so like me. He never asks me to anything. If the lodge gives a party, or banquet, he takes Judy. Often, she is the only young person there, and feels very uncomfortable.

"He never asks me to go along, when he goes for a drive, but the children insist. I always sit in the rear with them, and I would enjoy those drives so much if he would only talk to me, smile at me a little.

"Another thing is money. I never see a cent. I have a charge account at several stores, but I cannot appreciate that. I'd love to handle the household expense money, keep a budget and all that. He often raves about the bills, little realizing that where a person has a charge there is little incentive to economy. The children go to him for money, he buys their clothes, he orders the groceries. How many times I have stood by quietly, and seen the children dressed with poor taste—and the pantry stocked with tomato soup or the like. I have to ask him for car fare, and almost beg him for a few dollars.

"Nothing matters, though, if only he were not indifferent. That hurts me so much.

"I wonder how many wives there are in this old world, who suffer in silence at the hands of an indifferent husband. I wish I could look more lightly on this matter but as time goes on and his neglect gets more pronounced, I begin to brood. My only consolation is my children. They are growing up swiftly. When they get married and leave us for homes of their own—then what will become of me?—F. L. M."

We are confronted here with some interesting phases of human nature. We believe the time has passed when pure submissiveness and self-abnegation, as such, can be regarded as distinctly feminine virtues. Complete submissiveness on the part of a wife makes of her an absolute slave. For this reason every woman of spirit who reads this letter will speak up quickly and tell in no uncertain terms what she would do in this case.

Coming down to the ethics of the case, is it sometimes desirable that a married couple should fight? As compared with a state of affairs in which one rules and the other submits, is not a state of conflict sometimes the more wholesome existence. It is often said that it takes two to make a quarrel, but while that is true, it only takes one to be aggressive or to start something.

In the state of holy matrimony, when two have become one, the question arises as to which one? Is it even desirable that one shall be swallowed up by or merged into the other? Or is it desirable that the two shall remain two, even though united? Submissiveness on the part of a wife is a policy sometimes adopted on the theory of "peace at any price." But is peace purchased at too dear a price always desirable? Is it your conviction that in some instances strife is nobler than peace under such conditions?

It has sometimes been said that in any home it is the meanest spirit in the family that dominates. Perhaps that is on the theory that love (*Continued on page* 94)

Money, Prestige, Praise, Yours By The Magic Of A PERFECT VOICE



GIVE your personality a charm no one can resist—secure a voice that is clear as a bell—and you will instantly become popular. Make it strong, and rich in alluring overtones, and you will gain prestige—just as easily. Then will come MONEY—if you wish it—money, in the generous volume a good voice commands everywhere. Stop merely dreaming of success—Perfect Your Voice—and Success will be thrust upon you.

At Last! A Science of Voice Development

Until recently, until Mr. Feuchtinger simplified his training for Home Study, the perfect voice of princely power was the rare possession of the favored few. Then, outside Mr. Feuchtinger in his studio in Europe, no man could have promised a voice to you. Now all this is changed. Mr. Feuchtinger has developed vocal training into a science, and brought his master method within the reach of all. Today, a voice of enviable quality, great strength, amazing endurance, charming purity and fascinating tone, can be produced, at trifling expense, in a short time, by simple exercises easily mastered and practiced at home.

You Can Have the Voice You Want

By the Feuchtinger method you secure control of the Vital Vocal Muscles. Huskiness, strain and falsetto quickly disappear, and your true voice unfolds. Mr. Feuchtinger himself, will supervise you, and no matter what your age (6 to 65), no matter what your previous training or lack of it, no matter what the present condition of your voice, your vocal powers will be amazingly developed. Tiresome scale-running is entirely done away with; you do not even have to know music, for you will be given

A Splendid Course of Instruction in Vocal Music—Absolutely FREE

SING—For Beauty and Health

Singing promotes health and beauty. You learn to breathe correctly and this enriches the blood, producing a clear skin and beautiful complexion. Pupils report many throat troubles disappear when true vocal control is secured, and you cannot fail to benefit greatly by accepting our GUARANTEE offer.

Public Speaking Course—FREE

For a limited period, new pupils will receive Mr. Feuchtinger's Special Training for the Speaking Voice—FREE. You are taught not only how to speak with vocal force and magnetism, but how to arrange your subject in the most effective and compelling way. This course, valued at $100.00 is —FREE.

If you have normal vocal organs and can carry a tune, Mr. Feuchtinger will teach you how to sing easily by note, show you how to strengthen the vocal muscles, how to obtain mastery of them, and how to secure volume, range and purity of tone. Then, besides a splendid knowledge of vocal music, you will possess the priceless gift of a superbly trained voice that will add immensely to the richness and success of your life. All this you can have without taking any risk, for your success in this study will be guaranteed. Think of it—

Success Guaranteed Under a Cash Bond

Mr. Feuchtinger has pupils in every state, and thousands testify to the complete efficiency of his simplified system of HOME TRAINING. Great artists are numbered among his students, and he is justly considered one of Europe's greatest teachers of Voice and vocal music. Your success under his superb direction is assured. Remember, you do not need to know vocal music to begin. All readers who enroll promptly will receive a splendid Training in vocal music, including Note Reading, Sight Singing, Ear Training, Time and Rhythm study, Singing of Modern and Sacred Songs, Harmony, Interpretation, Breathing, Delivery, etc.—free. This study is PRACTICAL, for beginners or advanced students, and is designed to prepare you quickly to sing (or speak) in public or private with entire confidence and applause.

No Charge for Music Course



Think of the wonderful opportunity open to you. Your cherished ambition—a voice trained by a master, a superior vocal education, and a diploma signed by a celebrity, can now be yours. The cost is small and you take no risk.

Write at once for particulars while these special terms are in force. We will mail you also, prepaid and FREE, Mr. Feuchtinger's book which fully describes his remarkable secret for rapidly developing the full power of the human voice. Address NOW—

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NAME.....

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$1,000 for the Most Handsome Man

One of Two Personal Beauty Prize Contests, the Other Being for the Most Beautiful Woman, Based Upon Perfection of Both Face and Figure—An Announcement

AS announced previously our two prize contests for the most handsome man and the most beautiful woman, are to be determined by the equal consideration of the facial appearance and of the bodily form and development.

The artistic perfection and beauty of the face will be judged by a single portrait photograph. The body will be judged both from photograph and measurements. The two separate photographs and the measurements are all essential before any one can be considered. There are no entrance fees. There is one prize for men and one for women, in each case to consist of a satisfactory contract for motion picture work or

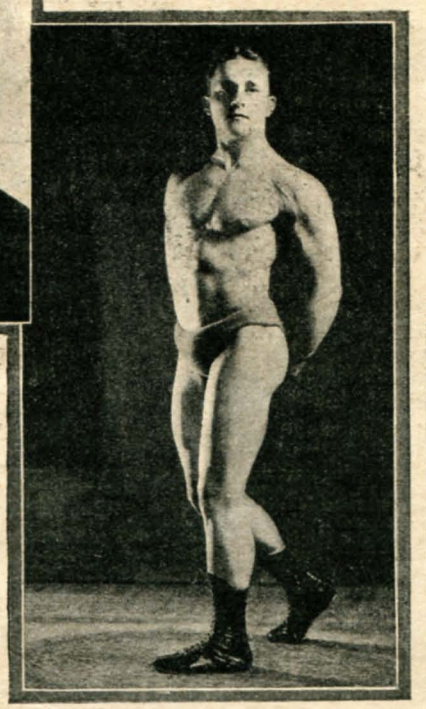


of $1,000 cash. No second prizes will be given, but in case of two or more contestants tying for points, each tying contestant will be given the prize offered. The contest closes May 1st, 1921.

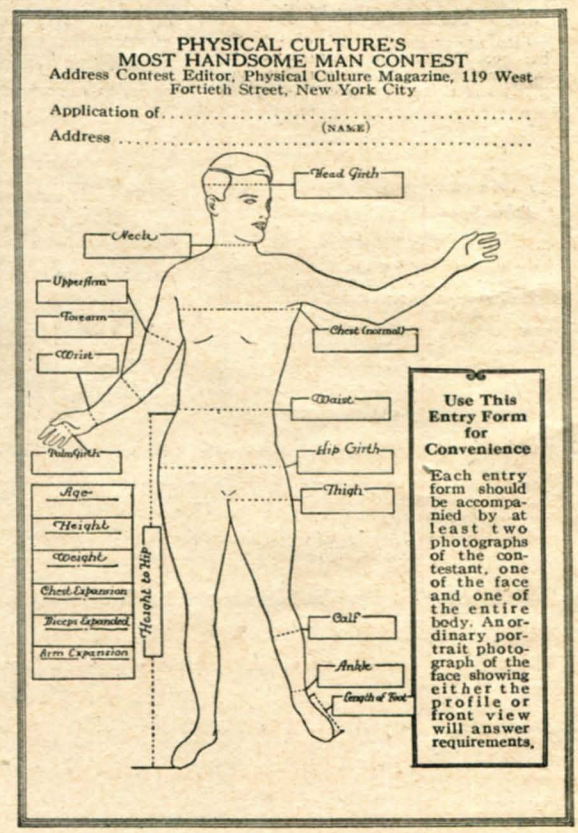
Note carefully the directions for taking the measurements, as discussed in the article following the announcement of the contest for women. This contest is logically open to a larger group of men than one decided on a basis of mere bodily development. In the present competition the face counts one half. Moreover the judges will consider the body photographs and measurements on the grounds of symmetry and beauty and not merely on the extent of muscular development. This will not rule out the athlete or the gymnast but it will permit the man who is of slighter build to compete on equal terms with the more Herculean specimen of manhood. If you are handsome of face and form, no matter what your age, build or type, enter this contest. There are no rules or restrictions on the size or pose of the photographs. Get the best ones you can, not necessarily large, but well posed.

Address: Contest Editor, PHYSICAL CULTURE Magazine, 119 West 40th St., New York City. Your name and address and permission to publish in PHYSICAL CULTURE should be written plainly on each photograph submitted. Unaccepted photographs will be returned to owners when requested, if return postage is supplied. Non-prize-winning photographs accepted for publication, will be paid for at $2.00 each or more, according to value.

We want a thousand, even ten thousand entries in this contest. We want you, dear reader, you who have worked faithfully to improve your physique and health and appearance, to enter this contest. Remember that the purpose is not the frivolous one of gratifying personal vanity. Not merely that of decorating our pages in future with beautiful photographs. The purpose is that of improving the human race, holding forth ideals that will stimulate personal improvement, and so help us to help make the human race what it should be and may be.



Let your own physical perfection serve as an inspiration to others in the building up of the body beautiful. In this contest you should submit at least one photograph of your face and head, and another showing your physical proportions. While the character of your physique is the important thing, as revealed by the measurements as well as the photograph, nevertheless it would be to your own advantage to see that the photography and posing are of the best. These photographs are of Tommy Faber.



An Ancient Greek Athlete

OUR ancient histories tell us that there lived in Greece many centuries ago a great athlete named Milo. As a youth, he was very frail and weak and craved the strength and development of other lads of his age.

It came to pass one day when Milo was taking his father's cattle to graze in the pasture that a very young calf attracted his attention. The thought occurred to him that he would like to test his strength. So he caught the calf and braced himself, getting his shoulders under the belly of the young beast, and holding its legs with his arms, he lifted—and just managed to raise the animal from the ground.

His performance rather pleased him and he tried it again. The next day he did the same thing, and so on for many days. Finally Milo noticed that the calf had grown to a fair size, but strangely enough, he found it easier to lift now than on the first day he tried. He also noticed that he was becoming bigger and stronger and was able to outdo his playmates at any of their games.

The calf grew to be a huge bull, and Milo was still able to raise it from the ground.

Milo, the Greek youth, was the originator of progressive weight-lifting. He started within his limits. He grew with the calf. He acquired supreme strength and a marvelous physique.

He made his efforts count—how about yours?



© Strength **Not an ancient Greek Athlete, but a Milo built man. This photograph was posed after the statue of Achilles, by one of our advanced pupils.**

Make Your Efforts Count!

Perhaps you, too, are envying the health and strength of some of your acquaintances. It was only by chance that the Milo of ancient days hit upon the method that made him the foremost athlete of his time. It is no longer necessary for you to merely long for health and strength, or to trust to luck for its achievement. Our scientific methods have placed health and strength within the reach of every normal man and boy, through the Milo system of progressive bar bell exercises.

You should be vitally interested in good health and the best method of obtaining it. Perhaps you are *apparently* in good health, but you cannot have *real* health with all its advantages unless you possess a strong body. This does not mean that you must develop enormous or disproportionate muscles. A strong body is one in which all the muscles, because in constant use, perform their functions properly, thus giving the necessary support to the vital organs. It *does* mean that in order to have perfect health you must provide for the regular and systematic use of the entire muscular system. A half hour every other day with an adjustable bar bell will do the trick for you. It will put you in first class, tip-top condition in a couple of months, right in your own bedroom. After that, a few minutes a week will keep you that way.

We Guarantee Results!

We will not accept your case if we do not think we can benefit you. When you enroll for our course of instructions, you are given an absolute guarantee of results or your money will be refunded. That's fair enough, isn't it?

You have the body to be developed. We have the bar bells, the courses of instructions and the experience necessary to help you to do it. *We guarantee results!* Let's get together. Send for our illustrated catalog TODAY—it's free.

Read "*Strength*" for March

"Does the Business Man Need Strength?" Maybe he doesn't, but he certainly does need fitness and a good physical condition. And in this article, Norman Price shows him how to obtain it.

"Your Weaker Side"—By L. E. Eubanks. Is your left side weaker than your right? Don't let that weaker side be a handicap to you. With proper methods you can develop it to its fullest extent.

"Wrestling." These articles by Wm. J. Herrmann are the very best wrestling lessons ever published. They give you the inside stuff—breaks and holds that have been known only to professional wrestlers. There will be a wrestling lesson in each issue of "Strength."

These are just a few of the articles in the March issue. A limited number of copies have been printed. Send in your subscription *today*.

THE MILO BAR BELL CO.,
Dept. A, Third & Diamond Sts.,
Philadelphia, Pa.

Gentlemen

I am enclosing One Dollar and Fifty Cents ($1.75 Canada, $2.00 Foreign Countries), for one year's subscription to *Strength*.

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Address.....

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The Milo Bar Bell Co.

Physical Culture Specialists and the largest manufacturers and distributors of bar bells, dumb-bells and kettle bells in the world. Publishers of "Strength."

Dept. A, Third and Diamond Sts. Philadelphia, Pa.

$1,000 for the Most Beautiful Woman

One of Two Personal Beauty Prize Contests, the Other Being for the Most Handsome Man Based Upon Perfection of Both Face and Figure—An Announcement

THIS contest for women is similar throughout to that for men as announced on another page. The prettiest girl or most beautiful woman, as conventionally judged from a facial portrait or as seen on the Avenue, will not win unless, by the grace of the great god of chance. she also possesses a beautiful form. On the other hand the diving Venus or the movie mermaid type will be likewise handicapped, if of the sort that won't stand a "close-up."

But don't let this frighten you out of competing; it merely means that some of those gifted by nature in one element of beauty only are going to find rather strenuous competition with others whom they may outshine as beauties of either face or form, but who will make a better showing in this fifty-fifty contest when both the great factors of true womanly beauty are considered equally in placing the award.

The prize in this contest, as in the Most Handsome Man Contest, will consist of a satisfactory contract for motion picture work or of $1,000.00 cash. No second prize will be given, but in case of two or more contestants tying for points each tying contestant will be given the prize offered. Non-prize-winning photographs accepted for publication will be paid for at $2.00 each or more, according to value. Unaccepted photographs will be returned to owners upon request, if return postage is supplied.

It is most important that women contestants should secure good photographs of the form—not that greater emphasis is to be laid thereon than in the case of men but that it is more difficult for women to secure satisfactory photographs. Figures in flowing draperies may make beautiful photographs but they do not satisfactorily reveal the form of the body and hence are more or less unsuited to this contest. The best garb for women is the full length tights, but for those who cannot procure them a very satisfactory substitute is the modern snug fitting bathing suit. (If you do not possess suitable tights or bathing suit for this purpose and cannot procure them locally, write at once to the contest editor and you will be put in touch with firms who can supply you with a suitable garment.)

Posing is important in body photography; study the poses and works of art and choose one that is graceful without strain or exaggeration. (*Continued on page* 54)

The photo at the left is that of Edna Coleman, an accomplished swimmer, diver and all-around girl athlete. The photograph illustrates the type of costume suggested for the purpose of this contest. The large head photograph is that of Justine Johnstone.



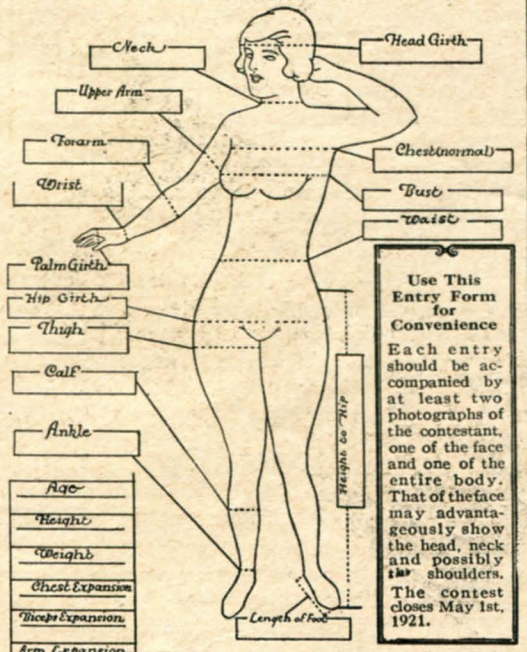
Copyright Keystone View Co., N. Y. City.

If you have a face as beautiful or perhaps more beautiful than this, and a bodily development as perfect and beautiful, or perhaps more perfect and beautiful than that at the left, you should not hide it from the world. You should regard it as your duty to let your physical perfection stand as an inspiration to others, to build the strength and vitality of body expressed through your figure photograph, and the health, clean blood and spiritual charm that are expressed in the thoroughly beautiful face.

PHYSICAL CULTURE'S
MOST BEAUTIFUL WOMAN CONTEST

Address Contest Editor, Physical Culture Magazine, 119 West Fortieth Street, New York City

Application of
(NAME)
Address



Use This Entry Form for Convenience

Each entry should be accompanied by at least two photographs of the contestant, one of the face and one of the entire body. That of the face may advantageously show the head, neck and possibly the shoulders. The contest closes May 1st, 1921.

They Hated Him Because He Cried "PROVE IT!"



Col. Robt. G. Ingersoll

Is there a God? Is there a Hell? Is there a Heaven? "Prove it and I'll believe you," cried Col. Robert G. Ingersoll. But they couldn't—or wouldn't. So they cast him out. They hated him. They fought him. But for fifty years he fought back.

We sympathize with the savage whose God is a monstrous Idol. We pity him for the glory he places upon the ring in his nose. But are we better than he?

Col. Robert G. Ingersoll, for fifty years, preached the gospel of truth. He felt that the world was being swallowed up by a phantom—a shadow—a "bogey-man." He challenged every sect, every creed. He dared them to prove to him that they knew what they were talking about. He defied them to answer him; instead, they held him up to scorn.

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Again his flaming spirit startles the world!

He lived in Waco, Texas—but his fame knew no bounds. His little paper attained a circulation greater than that of any other magazine published at the time. One man called him "Child of the Devil." Another called him "Journalism's most Tragic Figure." He was hated and loved, threatened and feted. Thousands of people went to his grave in a driving rainstorm to pay him a last loving tribute. At night, others defiled his grave with bullets. No character in American literature compares with Brann, the Iconoclast. His life was devoted to attacking fakes, frauds, hypocrites, scoundrels. He drew aside the curtain of convention and revealed the guilty in all their rottenness. The rich, the mighty, the powerful all felt the stinging lash of his whip of scorn. Greed, lies, graft, sins of society, all were scorched by the white heat of his fiery outpourings. No wonder he was threatened, mobbed, beaten and finally killed by the bullet of an enemy. They could not silence him—they could not stop him with power or money or threats. So they killed him. But today Brann's flaming spirit again startles the world. At last the complete writings of Brann, the Iconoclast, have been collected and permanently preserved in book form. Here is a treat for the booklover, the thinker, the lawyer, the writer, the business man, the preacher—for everyone who loves a two-handed fighter.



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The Complete Writings of

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Here is a new kind of reading. Unless you have read some of Brann's writings you cannot imagine the difference between his works and those of others. A preacher wrote, "I would rather have the works of Brann in my library than any other books ever published except the Bible." Still another writes, "No money could buy Brann's works from me if I could not get another set. I might sell them for a thousand dollars, but I doubt it." And so it goes—thousands of people are reading Brann, the Iconoclast, with wonder at his daring, with amazement at his colossal courage.

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From the Gods to the Gutter
Adam and Eve
The Woman Thou Gavest Me
The Seven Vials of Wrath
The Professional Reformer
Fake Journalism
Rainbow Chasers
A Social Swim

The Wizard of Words Who Made the World Blush for Shame

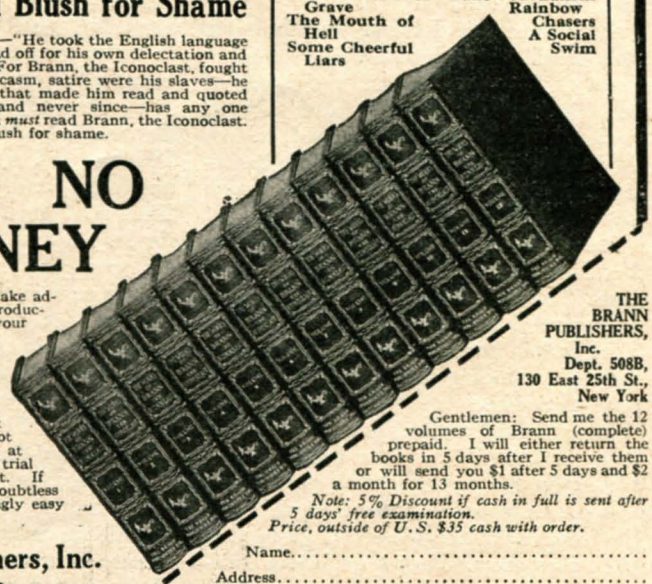
Elbert Hubbard said of him—"He took the English language by the tail and snapped its head off for his own delectation and for the joy of the onlooker." For Brann, the Iconoclast, fought with words. Wit, humor, sarcasm, satire were his slaves—he could use them with a magic that made him read and quoted everywhere. Never before—and never since—has any one held people so spellbound. You *must* read Brann, the Iconoclast. See why he made the world blush for shame.

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$1,000 for the Most Beautiful Woman

(*Continued from page 52*)

How to Take Your Measurements

The following notes on measurements, except where noted, apply to both sexes.

The girth of the head as in measuring for a hat. The neck is the simple girth. The upper arm or "biceps" is the arm normal or unflexed, do not expand or bunch up the biceps. The forearm is measured at the largest girth a little below the elbow. The wrist girth at the smallest point. The girth of the hand just back of the knuckles as in measuring for the glove size with a tape.

The chest measure for this contest should be taken with chest normal, that is neither expanded nor contracted. Place the tape just beneath the arms with the arms hanging at side. See that it is horizontal, both front and back, and that it does not bind under the arms and fail to slip. Draw the tape snug but not so tight as to indent the flesh. A place is provided further down the list to record chest expansion. In this chest measurement, giving the expanded chest would merely make you seem out of proportion, and this contest considers symmetrical proportions and not mere bigness of body.

The bust measurement—for women contestants—is over the fullest measure of the breasts, the tape passing around the body parallel to the line used in the chest measurement but a little lower down.

The waist measurement is to be taken at the smallest girth of the waist. Do not draw in the abdomen nor draw the tape to cut into the flesh. Squeezed waists have been out of fashion these many years and never were in fashion in art.

The hip and thigh measurements are each taken at the point of largest girth and care should be taken in both these measurements that the tape goes evenly around the body—or the leg. Place the tape on the leg as high as may be without including the swell of the hips.

The calf is at the largest girth and the ankle at the smallest. The length of the foot is taken with a ruler as in measuring the foot for a shoe.

As for age—tell the truth and remember that contestants will be judged somewhat with reference to age. The handsomest man may be a youth of eighteen or a man of forty-five, and a like range applies to women; but the form will be somewhat different.

Height is to be without shoes and weight without clothes. The chest expansion listed below so as not to confuse with the chest measurement, is the difference between the measurements of the chest at its minimum deflation and maximum expansion. This has nothing to do with the normal bodily form as viewed at one time, but throws interesting light on the general physical development. The amount that the biceps may be expanded by flexing, is a similar sort of measurement—this is not requested from women contestants. The expanse of the arms is measured from finger tips with arms outstretched.

One further measurement is desired; note the space for it in the panel turned vertical in the drawings. This is the height from the floor to the point of the hip bone. We especially wish this measurement as it reveals the proportionate length of trunk to limbs. This measurement is secured by pressing the end of a ruler into the flesh so that it rests firmly on the top of the hip (pelvis) at the side of the body. The distance from this ruler (held level) down to the floor is the measurement wanted.

Arrange for your photographs at an early date, and if you can afford it plan to have several poses taken and then select the best. *Your name and address and* "Permission to Publish in PHYSICAL CULTURE" should be written on the back of every photograph submitted.

The contest closes *May 1, 1921.* All entries and photographs should be addressed to the Contest Editor, PHYSICAL CULTURE Magazine, 119 West 40th Street, New York City.

Will My Children Inherit Wooden Heads or Wooden Legs?

(*Continued from page 25*)

something—a "determiner," a "factor"—into the egg or germ cell and then later that something produces the character which we see in the full grown plant or animal. Thus we have solved one riddle of nature, we know that the egg came first and the hen came afterward.

But, some day I think we will know how heredity gets into the egg. I think some day we will know "the cause of variations." We already know a good deal, but only enough to lead us on. And when we know how God puts heredity into germ cells we shall then know how He created the world.

And that is the exalting task which He, himself, has set before the mind of man. The Bible says "Seek ye after God if haply ye might find Him." And I think in this wonderful egg we have come closest to finding God at work in his own workshop.

Every school child knows or *ought to know* that all life of the higher forms begins by the union of two germ cells. One comes from the father and one from the mother. When these two germ cells unite they grow. They grow into a cornstalk, cabbage, oak tree or king. It makes no difference what, for they always begin in the same way.

Now, right where this united cell begins to grow a most remarkable event takes place. It is, I often think, the most dramatic happening in all nature, a sort of grand, smashing third act, in the drama of life. This "big act" which nature sets at this moment upon the stage is the strange and unexpected way in which the central actor—the germ cell behaves. You expect it to grow wholly into the body of the new individual. But instead of this it executes a sort of Hamlet's soliloquy with itself, "To be or not to be" and winds up by doing both. That is *it grows in one direction to form the body and in the other direction to form the germ cells.*

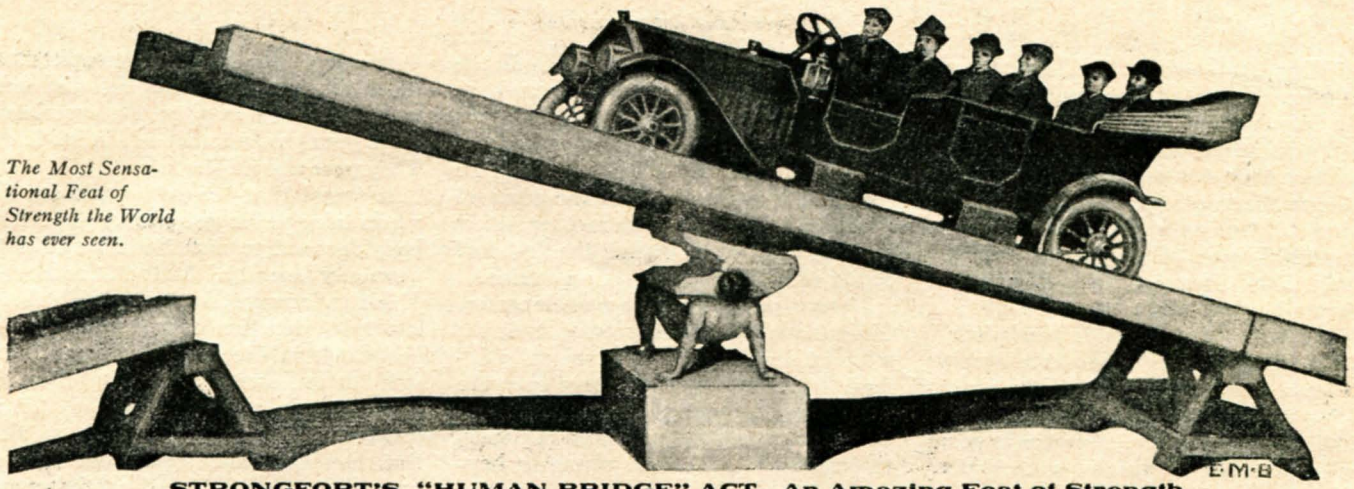
It is as though nature set aside a portion of her original heredity material which she did not need for forming the body and kept a portion off to one side for forming more individuals in the next generation. *This is indeed, literally and actually what does happen.*

You see, then, that the portion which grows into the body forms the oak tree, or cabbage or king. Evidently then these can go on through life about their separate affairs. It makes no difference what they do or what happens to them, for it has no effect upon the heredity material of which they are merely the trustees. You can fertilize your cornstalk or educate your king but this "improvement," these "acquirements" are not handed back into the germ cells which were set aside in the beginning. Consequently there is no way, no mechanism by which the "improvement" added to the parent or *achieved by the parent* can be handed on down to the subsequent offspring.

It is clear then, that "the germ cells," as Prof. Castle of Harvard says, "are *merely guests of the body*, but are not members of the household. They feed at the common table, but have no share in the other activities of the home. *They are themselves unmodified by these activities.*"

Certainly no more surprising discovery was ever made. It must upset a lot of our preconceived notions about how to improve both our live stock as well as the human race. I remember what a jolt it gave me as a young man just beginning my studies of nature when I came across this sentence in a book by David Starr Jordan; "If education will improve the race, science knows nothing about it."

(*Continued on page 56*)



The Most Sensational Feat of Strength the World has ever seen.

STRONGFORT'S "HUMAN BRIDGE" ACT. An Amazing Feat of Strength.

The bridge, touring car and half-dozen passengers aggregate a weight of 7,000 pounds, or 3½ tons. As the car crosses the bridge, the latter "see-saws," Strongfort being compelled not only to support the weight, but also to resist the swaying tendency of the bridge. Finally, when the car has passed just beyond the center, tipping the balance the other way, the further end of the bridge pitches down to the final landing with a jar and crash which sent a shudder through the spectators at the New York Hippodrome. The momentum of this pitching downward is equal to more than twice the dead weight of the bridge and car, and the shock is beyond all human comprehension. —New York Times, February, 1910.

NOTICE:—Ambitious persons will attempt to duplicate my famous Automobile Act at their own risk. In particular, I want to warn would-be Strongmen and Amateur Athletes that the successful accomplishment of this feat depends entirely upon superhuman muscular strength and control. Without exceptional muscular development, the bones would snap like match sticks under the terrific strain.—Lionel Strongfort.

Become a Champion Strongfort Athlete!

You want to become a real strongman and perfect athlete—you want to develop the mighty muscles of a Hercules and gain the maximum degree of Strength, Power, Endurance and athletic ability. Every worth-while man does. One of the most inflexible of Nature's Laws, "Only the Fittest Shall Survive," places in the heart of every man the desire to be physically perfect and as strong as the strongest.

You Can Be a Real Strongman

However obscured by the pet weaknesses of modern existence, the Spark of the Strongman is within you, waiting to be fanned into crimson flame. Throw off your lethargy of mind and body and decide *right now* that Great Strength and Physical Prowess is your natural inheritance.

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Your teacher makes all the difference in the world—the difference between failure and success in Advanced Athletics. How could you expect to be successful under the guidance of a physical instructor that entirely lacks professional experience and training? How could you expect a so-called physical director to teach you Scientific Heavy Weight Lifting and Advanced Athletics when he probably never accomplished a worth-while feat of Endurance and Physical Prowess—never secured physical perfection in his own person—probably never travelled over a hundred miles from his home town? No, you couldn't any more than you could expect an illiterate laborer to teach a college president. Those who are lacking in knowledge of the human body, lacking in professional training and experience and lacking in personal physical perfection are not fit to teach you. You must pick your teacher carefully, taking into consideration his professional experiences and record, his physical condition and his experience as a physical instructor.

Avoid Boasting Pretenders

Challenges, counter challenges and boasting, with the hope of securing some cheap advertising, are the direct symptoms of a would-be athlete and strongman—a person who is jealous of the accomplishments of real strongmen and who hopes, by ungentlemanly and unsportsmanlike tactics to squeeze out a precarious livelihood—without working for or deserving real success. If you want to be sure, rather than sorry, look up a physical director's record before you engage him—investigate his pretensions. You can then easily tell the real from the unreal—the difference between those who have accomplished real feats and those who have wasted their lives trying to make "bluff and bluster" look like real accomplishment, to the public.

My Record Is Open to All

It has never been necessary for me to make exaggerated statements in order to gain the public's confidence. Everyone who can read and understand can easily acquaint themselves with my life's history. In America and in Europe, I appeared at the leading theaters and before the world's most noted scientists. My physical prowess and endurance has been witnessed by thousands at the New York Hippodrome and other leading theaters in the capitals of the world. Everybody who reads knows of my famous automobile act, which has been imitated but never duplicated. It's a matter of scientific record that my one hand lift of a barbell weighted to 312 pounds has never been approached. These world's records have never been duplicated and never will be by "mere talk." I accomplished these and many other feats of tremendous Strength and Endurance to prove in my own person that the Strongfort Methods are supreme in effecting physical and health development. But the most conclusive proof of the dominance of STRONGFORTISM is in the hearts of thousands of pupils who have gained health, strength and vigor under my guidance. In all corners of the world you will find Strongfort Pupils who will gladly tell you what my methods accomplished for them. That's the real proof—not talk, fiddlestick challenges and vulgar, loud-mouthed boasting—but real accomplishment.

"The Strength of a Hercules and How to Obtain It"

That's the name of my new book which I have written to give the world a convincing and authentic record of my professional history and athletic accomplishments. It presents scientific facts about Heavy Weight Lifting and Advanced Athletics—the results of a lifetime's research and experience as a Professional Strongman and Scientific Physical and Health Specialist. You can't afford to be without a copy of this FREE wonder book. Asking for it does not obligate you in any way and costs you nothing. Just write your full name and address on the free coupon and send it to me with a ten cent piece (one dime) to help pay the cost of mailing. I will dispatch your copy to you at once. I know that you will find it to be the most interesting and instructive thesis on the subject you have ever read. Send for it NOW.

TEAR OFF HERE

Mr. Lionel Strongfort
Department 261
Newark, New Jersey

Dear Sir:—Send me your free book, "The Strength of a Hercules and How to Obtain It," for postage on which I enclose a ten cent piece (one dime). I understand that this does not obligate me in any way.

P.C. 261

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Occupation.....

What previous training..... (If any)

Name of instructor..... (If any)

Street.....

City..... State.....

LIONEL STRONGFORT

Physical and Health Specialist

Department 261 NEWARK, NEW JERSEY

(*Continued from page* 54)

"Why," I thought, "that knocks out all hope of human improvement! Surely the only hope of the race is to educate this generation and then their children will be a little smarter. And then we shall educate them and the next generation be wiser still, and so on until we will have a wonderful race of people." Well, we find, thank Heaven, that it will not happen that way.

You say "That view is pessimistic." On the contrary, isn't it *perfectly glorious* to learn that *none of the idiotic experiments* that we have performed upon children *in the name of education* is going to be inherited by coming generations? It seems almost too good to be true.

In the first place, the notion that we might improve the race by education assumes a fearful lot of nerve on our part. What if we had educated children in the wrong way? You see God was not going to trust our ideas of education. Instead of our educating the race up we might be educating them down. Instead of the race being made better it might in time be wrecked. Nobody in America believes that all the German education improved even the individuals of this generation. And the world should be thankful to learn that this false education is not going to be inherited by the Germans of to-morrow. We can hope to change their institutions but we would have a hard time changing their blood.

And, now that we have stated the general proposition let us see some scientific evidence to prove it. Weismann drew a diagram similar to the one on the first page of this article to illustrate the idea of what is called "the continuity of the germplasm." It is plain from this diagram, which is true to the facts of nature, that the *first individual does not hand any of his own heredity to the second.* The second gets no heredity *from* its parent. And the third gets no heredity *from* its parent nor grandparent.

As a strict matter of fact the child *gets nothing at all from the bodies or minds of its parents.* The child gets its heredity from the same place where its parents got their heredity. It has a body and mind very much like its parents because they all simply grew up out of this stream of germplasm which has been flowing endlessly from the beginning of life upon the earth.

Prof. Weismann's own statement of the case is printed in his immortal sentence quoted under the diagram. If you study the latter you will see it is much like the way mother does when she is making bread. She lays aside a little piece of yeast on the shelf for the next baking. She does not put all the yeast—that is, all the bread heredity—into the first loaf. Neither does one loaf hand its heredity to the next loaf. The heredity is contained in the portion of yeast set aside.

You see nature believes in "safety first." Mother might ruin the first loaf in the baking and that would ruin all the heredity and thus we would never have any more good bread. We might ruin our bodies by wrong habits or bad environment, but the heredity is safe. So bye and bye mother gets the piece of yeast set aside and makes another loaf as good as ever, even though the first loaf would ruin the digestion of an ostrich.

Nature follows the same sensible course. She sets aside the small portion, or as the scientist would say the germ cells differentiate at a very early stage from the body cells. These germ cells are then carried in special organs, the germ glands, through life. And then whatever happens to the body, or whatsoever habits it may form do not affect the germ cells and consequently are in no wise handed to the future offspring.

Suppose now, you could educate the loaf of bread. Would that educate the piece of yeast on the shelf? Obviously not. Suppose you educate the hen, would that educate her eggs?

The plain fact is that you can educate the body cells, but not the germ cells.

Let us look at it this way. Suppose a man has a wooden leg. His children do not inherit that, do they? No, because that is something he "acquired" after he was born, just as he acquired an education. As Prof. Edwin Conklin of Princeton, the wit of the biological world, to whom I am indebted for the title of this article, has put it, "*Wooden legs are not inherited but wooden heads are.*"

Wooden legs are acquired. Wooden heads are inborn.

Do you not see then, that as Dr. Charles B. Davenport has put it, "The boy is not a chip off the old block. A boy and his father are chips off the *same block.* "They are like each other, not because the child inherits anything *from* his father, but because they were both born from the same stream of germ cells."

But, you will say, "Do not educated, bright people have smarter children than uneducated, dull people?" Certainly they do, as a rule. But this is because in one family both the children and parents are born from smart germ cells and in the other from dull germ cells.

The most crucial experiment to prove the non-inheritance of bodily modifications and influences was performed by Prof. Wm. E. Castle of Harvard and his assistant, Dr. John Phillips. It is reproduced here with Prof. Castle's approval.

After over seventy trials they removed the ovaries, which carry the female germ cells from a black guinea pig when it was three weeks old and transplanted them into the body of a white young or albino guinea pig. The young pig was allowed to mature so ample time would be given for her body to influence her new ovaries. Her own ovaries had been previously removed.

This white animal bearing the foreign ovaries was then mated with a white guinea pig. She produced two litters as black as your hat. When she died from pneumonia a year after the experiment three young were found within her body. They were also all black.

It shows that the germ cells are the whole thing so far as heredity goes. The body does not produce them nor put into them any heredity. As Prof. Castle says of his experiment, in his splendid book entitled "Genetics and Eugenics," the best book in the English tongue for a student to learn of heredity if he is willing to do a little thinking: "It is concluded from evidence such as this that the inheritance cannot be affected by modifications of the body of the parent *not even when the body is completely changed.* The body so far as heredity is concerned is merely the container of the reproductive cells. *To modify the inheritance we must modify the reproductive (or germ) cells.*"

I think you will see this all the more clearly from a few common examples. They have been cramping the feet of Chinese women for centuries. But the girl babies of China are born with as big feet as ever. But suppose all the men in China decided that none of them would ever get married until he could find a woman who was *born with small feet,* some woman who had something in the germ cell she was born from which made small feet. Then suppose all the sons and grandsons did the same thing. You would soon have a race of all small-footed women, because all the women with big feet would be left out. And that is precisely the way our white women of to-day got their small feet! Men have always for some reason admired women with small feet. And so our own ancestors have continuously selected the small-footed women as wives, until to-day we have a race of small-footed women, at least so far as Anglo-Saxons are concerned.

Of course numerous instances will occur once the mind is set on the right track, to show that characters acquired by the body during one's life time are not inherited. Of course children are a good deal like their parents and grandparents. They often have very similar habits. Where they are all reared together this might be partly due to imitation. But where they are all separated it is plainly due to heredity. But they do not inherit the parents' habits. They have habits somewhat like their parents because they were born from germ cells that had in them very similar determiners for their bodily and mental characters.

Any farmer must have noticed that cutting off the tails of lambs or dogs for hundreds of years has not shortened the tails of these animals. Shaving the face does not make beardless men. Pulling teeth will never make a toothless race as I have seen predicted. Bald-heads were

(*Continued on page* 58)

NERVE EXHAUSTION

How We Become Shell-Shocked in Every-Day Life

By PAUL VON BOECKMANN

Lecturer and Author of numerous books and treatises on Mental and Physical Energy, Respiration, Psychology, Sexual Science and Nerve Culture

THERE is but one malady more terrible than Nerve Exhaustion, and that is its kin, Insanity. Only those who have passed through a siege of Nerve Exhaustion can understand the true meaning of this statement. It is HELL; no other word can express it. At first, the victim is afraid he will die, and as it grips him deeper, he is afraid he will not die; so great is his mental torture. He becomes panic-stricken and irresolute. A sickening sensation of weakness and helplessness overcomes him. He becomes obsessed with the thought of self-destruction.

Nerve Exhaustion means Nerve Bankruptcy. The wonderful organ we term the Nervous System consists of countless millions of cells. These cells are reservoirs which store a mysterious energy we term Nerve Force. The amount stored represents our Nerve Capital. Every organ works with all its might to keep the supply of Nerve Force in these cells at a high level, for Life itself depends more upon Nerve Force than on the food we eat or even the air we breathe.

If we unduly tax the nerves through overwork, worry, excitement, or grief, or if we subject the muscular system to excessive strain, we consume more Nerve Force than the organs produce, and the natural result must be Nerve Exhaustion.

Nerve Exhaustion is not a malady that comes suddenly. It may be years in developing and the decline is accompanied by unmistakable symptoms, which, unfortunately, cannot readily be recognized. The average person thinks that when his hands do not tremble and his muscles do not twitch, he cannot possibly be nervous. This is a dangerous assumption, for people with hands as solid as a rock and who appear to be in perfect health may be dangerously near Nerve Collapse.

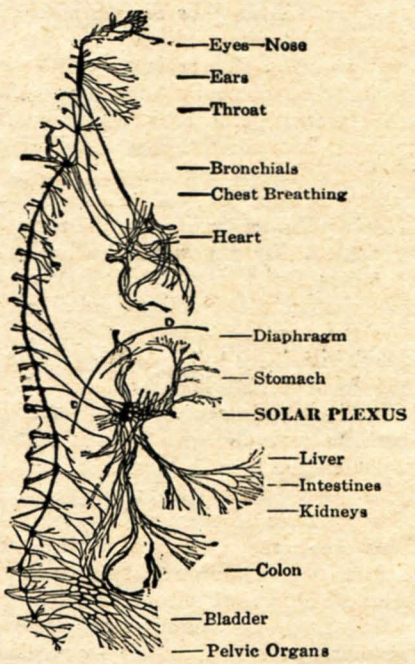
One of the first symptoms of Nerve Exhaustion is the derangement of the Sympathetic Nervous System, the nerve branch which governs the vital organs (see diagram). In other words, the vital organs become sluggish because of insufficient supply of Nerve Energy. This is manifested by a cycle of weaknesses and disturbances in digestion, constipation, poor blood circulation and general muscular lassitude usually being the first to be noticed.

I have for more than thirty years studied the health problem from every angle. My investigations and deductions always brought me back to the immutable truth that Nerve Derangement and Nerve Weakness is the basic cause of nearly every bodily ailment, pain or disorder. I agree with the noted British authority on the nerves, Alfred T. Schofield, M. D., the author of numerous works on the subject, who says: "It is my belief that the greatest single factor in the maintenance of health is that the nerves be in order."

The great war has taught us how frail the nervous system is and how sensitive it is to strain, especially mental and emotional strain. Shell Shock, it was proved, does not injure the nerve fibers in themselves. The effect is entirely mental. Thousands lost their reason thereby, over 135 cases from New York alone being in asylums for the insane. Many more thousands became nervous wrecks. The strongest men became paralyzed so that they could not stand, eat or even speak. One-third of all the hospital cases were "nerve cases," all due to excessive strain of the Sympathetic Nervous System.

The mile-a-minute life of to-day, with its worry, hurry, grief and mental tension is exactly the same as Shell Shock, except that the shock is less forcible, but more prolonged, and in the end just as disastrous. Our crowded insane asylums bear witness to the truth of this statement. Nine people out of ten you meet have "frazzled nerves."

Perhaps you have chased from doctor to doctor seeking relief for a mysterious "something the matter with you." Each doctor tells you that there is nothing the matter with you; that every organ is perfect. But you know there is something the matter. You feel it, and you act it. You are tired, dizzy, cannot sleep, cannot digest your food and you have pains here and there. You are told you are "run down" and need a rest. Or the doctor may give you a tonic. Leave nerve tonics alone. It is like making a tired horse run by towing him behind an automobile.



The Sympathetic Nervous System
Showing how Every Vital Organ is governed by the Nervous System, and how the Solar Plexus, commonly known as the Abdominal Brain, is the Great Central Station for the distribution of Nerve Force.

Our Health, Happiness and Success in life demands that we face these facts understandingly. I have written a 64-page book on this subject which teaches how to protect the nerves from every day Shell Shock. It teaches how to soothe, calm and care for the nerves; how to nourish them through proper breathing and other means. The cost of the book is only 25 cents. Bound in durable Leatherette Cover, 50 cents. Remit in coin or stamps. See address at the bottom of page. If the book does not meet your fullest expectations, your money will be refunded, plus your outlay of postage.

The book "Nerve Force" solves the problem for you and will enable you to diagnose your troubles understandingly. The facts presented will prove a revelation to you, and the advice given will be of incalculable value to you.

You should send for this book today. It is for you, whether you have had trouble with your nerves or not. Your nerves are the most precious possession you have. Through them you experience all that makes life worth living, for to be dull nerved means to be dull brained, insensible to the higher phases of life—love, moral courage, ambition and temperament. The finer your brain is, the finer and more delicate is your nervous system, and the more imperative it is that you care for your nerves. The book is especially important to those who have "high strung" nerves and those who must tax their nerves to the limit.

The following are extracts from letters from people who have read the book and were greatly benefited by the teachings set forth therein:

"I have gained 12 pounds since reading your book, and I feel so energetic. I had about given up hope of ever finding the cause of my low weight."

"I have been treated by a number of nerve specialists, and have traveled from country to country in an endeavor to restore my nerves to normal. Your little book has done more for me than all other methods combined."

"Your book did more for me for indigestion than two courses in dieting."

"My heart is now regular again and my nerves are fine. I thought I had heart trouble, but it was simply a case of abused nerves. I have reread your book at least ten times."

A woman writes: "Your book has helped my nerves wonderfully. I am sleeping so well and in the morning I feel so rested."

"The advice given in your book on relaxation and calming of nerves has cleared my brain. Before I was half dizzy all the time."

A physician says: "Your book shows you have scientific and profound knowledge of the nerves and nervous people. I am recommending your book to my patients."

A prominent lawyer in Ansonia, Conn., says: "Your book saved me from a nervous collapse, such as I had three years ago. I now sleep soundly and am gaining weight. I can again do a real day's work."

The Prevention of Colds

Of the various books, pamphlets and treatises which I have written on the subject of health and efficiency, none has attracted more favorable comment than my sixteen-page booklet entitled, "The Prevention of Colds."

There is no human being absolutely immune to Colds. However, people who breathe correctly and deeply are not easily susceptible to Colds. This is clearly explained in my book NERVE FORCE. Other important factors, nevertheless, play an important part in the prevention of Colds—factors that concern the matter of ventilation, clothing, humidity, temperature, etc. These factors are fully discussed in the booklet Prevention of Colds.

No ailment is of greater danger than an "ordinary cold," as it may lead to Influenza, Grippe, Pneumonia or Tuberculosis. More deaths resulted during the recent "Flu" epidemic than were killed during the entire war, over 6,000,000 people dying in India alone.

A copy of the booklet Prevention of Colds will be sent *Free* with either the 25c. or 50c. book Nerve Force. You will agree that this alone is worth many times the price asked for both books. Address:

PAUL VON BOECKMANN
Studio 17, 110 West 40th St., New York

(*Continued from page 56*)

never caused by tight hat bands nor hot weather, but by bald-headed germ cells. People have walked barefooted for millions of years but babies are born with no thicker soled feet now than ever. Playing the piano all her life by a mother will never make her children the least bit more musical. Children of English parents learn the French or Chinese as readily as native children whose parents have been practicing these languages for thousands of years. Of course some children learn any language, including their own, much easier and more perfectly than others. But this is because their parents came from a line of language learning, intelligent germ cells, that is germ cells that carried determiners for good mental qualities.

Fast horses are often brought forward as evidence. It used to be supposed that the way we got fast race-horses was by some one taking an old plug and running him round the track all his life and his children could thus run a little faster. They have kept this up for centuries until now we have one that can go around the track in two minutes. If the acquired character is inherited there is no reason why we could not just keep on until we had a horse that could go so fast that we couldn't see him at all.

But, we get fast race horses by merely selling or killing off the slow ones. The germ cells are always varying, nature is always producing new characters, we do not know precisely how. When a fast horse *occurs by nature*, he is *selected*, carefully kept and mated with others of the fastest breeds. In this way the great performers are finally produced. But the training has had nothing to do with it except enabling us to discover the fast runners and find out which ones to breed from.

This should be one great aim of human education—to discover ability and encourage it to mate with ability.

So the belief that improved conditions, better housing, more books and the like will improve the human race is entirely unjustified. It simply is not true. No farmer can improve his calves by better care of the mothers, except that during the period of pregnancy good conditions and food enable the mother to feed the unborn young better, and so they are born heavier. This is precisely like having good weather in June so the corn can get a good start. A good early start is a fine thing for a boy or a stock of corn, but this will not improve the race through the coming generations. Indeed hygiene might conceivably weaken the race through saving the weaklings, as it is the weaklings which demand and receive the most hygiene. But this factor is somewhat counteracted by other "selective influences."

Shall we then cease our hygiene and education? By no means. But we must clearly see that they effect only the individual and only the present generation. They do not improve the race except in an indirect way, namely, through raising our marriage ideals—that is, leading the strong and healthy to marry the strong, and inducing those of poorer endowments to refrain from producing children.

There is one phase of this great problem of "acquired characters" I have not yet touched upon, as it is too complicated to give here in detail. While educating the parent will not improve the child, let us ask what if the parent were a drinker of alcohol or affected by some disease? You see it is quite conceivable that the alcohol might soak right around the germ cell and directly injure it and thus produce inferior offspring. Perhaps you have noticed that education is different from alcohol. A saloon is different from a college.

This brings us to the question, "*Can the germ cell itself be directly modified?*" It probably can be, although we can only say *probably*. There is very little evidence that alcohol injures or modifies the human germ cells very much in human beings. Dr. Stockhard of the Carnegie Institution did succeed in injuring the progeny of guinea pigs by keeping the parents, even the male, intoxicated. Dr. Raymond Pearl of Johns Hopkins University, however, found in experiments with chickens that alcoholizing the parents *improved the offspring!* He ascribed this to the fact that possibly the alcohol had killed off the weaker germ cells and only the strong ones had come to reproduction. It is not known which is the case in human beings, but practically all biological students believe the influence of alcohol in causing human degeneracy has not been very great. Let me repeat, however, that this in no wise affects the whole cause of prohibition. There are a million and one other reasons *far better than this* for smashing alcohol forever and a day.

It is often pointed out that children are sometimes born with syphillis and that this proves that the parent handed down the disease by heredity. But *syphillis is not inherited. It is transmitted.* Either the sperm of the male introduces it directly into the female egg or else the microbes filter directly from the mother's body to the unborn babe. This is really little different from the child catching the disease after it is born.

But the inheritance of disease is a subject that I shall take up in another article. It is very complicated and extremely interesting.

The best evidence to-date that the germ cells can be directly modified is that produced by Prof. Tower of the University of Chicago and Prof. Michael Guyer of the University of Wisconsin.

Prof. Tower hatched potato "bugs" under high heat and seemed to change the color patterns on their backs. This new pattern was inherited by the subsequent generations. Prof. Guyer's experiments are much stronger. He ground up the pulp of rabbits eyes and by an elaborate process injected it into the bodies of male rabbits. These males produced offspring with defective eyes. In some cases the rabbits were born without any eye balls. This experiment would indicate that a specific effect had produced a specific modification and that this modification is transmitted in true hereditary fashion. But it is because it has modified the parent's germ cells and not the parent's body cells. These experiments of Prof. Guyer are exciting world-wide interest.

Consequently no child ever inherits a taste for drink because its father drank. Its father drank because he was nervous. This nervousness might reappear in some of the children, not because the father drank and emphasized his nervousness, but because they were all born, father and all, from a line of germ cells which lacked the factors for nervous control.

Of course any one can overcome his nervousness, or almost any trait, by *using the other powers he has inherited.* You do not *have to exhibit a thing because you were born with it.* It is only *one out of the thousands of things you have inherited.* Call on the other thousand good things and down it. That is all there is to this bosh that heredity means that a man is doomed. A man surely *is doomed* if he is the victim of his environment. But just because his character depends upon his blood to such a large degree he can smash all environment right and left, and smash any annoying, wicked, foolish tendencies in his own heredity and rise to victory and achievement. The environmental doctrine is utterly fatalistic. But the hereditarian doctrine *guarantees to every man* who is not insane or imbecile a career which has no limits short of the limits of his own ambitions.

The way, however to insure good children is not the cultivation of your powers, for there is a much more certain way. What if you had failed to cultivate your powers or to get an education? Then, if education was inherited, your children would be born imbeciles! The one sure way to beget noble, intelligent children is to rise in the world with all your ambitions behind you and *marry the noblest man or woman you can find.* By this marriage, instead of handing on the commonplace stock from which you were born—provided you sprang, *as practically everybody did spring*, from a stock which had in it a lot of mighty bum ancestors along with some few good ones—you will found a breed of noble blood. This breed can be depended upon to build a noble environment for themselves and to add to the dignity and influence of the nation upon the grand stage of human history.

Tables loaded with food, yet—

a vital element now known to be lacking in our meals

Science discovers why thousands who are apparently well fed never enjoy vigorous health

THE vital tissues upon which their health and strength depend, starving for lack of one single element in food! That is the situation of thousands of men and women today.

Science has discovered that the mysterious life-giving vitamine is essential to health. Without it our food, no matter how good and plentiful, cannot give us the energy we need.

Yet our modern diet is often robbed of this vital element by manufacture and preparation! "We now know definitely," writes one of our greatest authorities, "that the regular diet of a large portion of the people of the United States is falling short of maintaining satisfactory nutrition."

This is what has caused yeast to assume such a new and startling importance in our food.

The mysterious, almost magical "vitamine" —its richest source

Yeast is the richest known source of the vigor-making vitamine which is lacking in so many of our common foods. Physicians and food specialists have obtained almost magic results by adding it to diets.

Today, thousands of men and women are eating Fleischmann's Yeast to correct the vitamine deficiency in their ordinary meals.

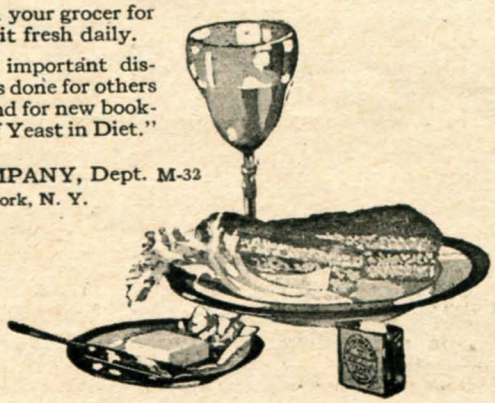
As a result, many are finding themselves free of minor ailments. They are building up increased resistance to disease, and are feeling an abounding sense of vigor and energy often unknown for years. Read about this important discovery in the special reports at the right.

Eat yeast before or between meals. 1 to 3 cakes a day. Spread it on toast or crackers—dissolve it in milk or fruit-juices—or eat it plain. One precaution: People who are troubled with gas would do well to dissolve the yeast in boiling water.

Place a standing order with your grocer for Fleischmann's Yeast and get it fresh daily.

To learn more about this important discovery about yeast, what it has done for others and what it can do for you, send for new booklet, "The New Importance of Yeast in Diet."

THE FLEISCHMANN COMPANY, Dept. M-32
701 Washington St., New York, N. Y.





Our food, though plentiful and good, is often robbed of this vital element

The value of yeast proved by scientific tests

A simple food that builds up health

Fleischmann's Yeast, a simple familiar food, increases appetite, and helps digest the increased food which the stimulated appetite demands.

In scientific tests of the value of Fleischmann's Yeast in certain common ailments which often come with lowered vitality, the statement of the doctors was: "In many of these cases which came under our observation, the yeast treatment caused an improvement in the general physical condition of the patient quite unassociated with the improvement of the symptoms associated with the particular disease in question."

To build up and maintain health, keeping the body resistant to disease, eat 1 to 3 cakes of yeast a day—a part of your regular diet.

Laxatives gradually replaced

It is recognized that laxatives bring only temporary relief—they cannot remove the cause of the trouble. Fleischmann's Yeast by its very nature as a wholesome food is better suited to the system than coarse substances, drugs or oils. It is a conditioner that tends to restore normal functions. And it cannot form a habit.

To help the body eliminate waste, eat from 1 to 3 cakes of Fleischmann's Yeast a day.

THE FLEISCHMANN COMPANY, Dept M-32
701 Washington St., New York City

Send me without cost a copy of your new book "The New Importance of Yeast in Diet."

My name.....

Street.....

City.....

State.....



Mae Murray and David Powell in George Fitzmaurice's Paramount Picture, "Idols of Clay"

The most fascinating thing in the world!

—learning to write for the Movies! Millions are yearning to do it! Thousands are learning how! Movie lovers everywhere are taking it up! It's a wonderful new idea—exciting, magnetic, full of a thousand glowing new possibilities for everyone—LEARNING HOW TO WRITE PHOTOPLAYS AND STORIES BY A SIMPLE NEW SYSTEM OF GOING TO THE MOVIES TO GET IDEAS!

The wonder, the thrill, the joy, the deep personal gratification of seeing your own thoughts, your own ideas, your own dreams, the scenes you pictured in your fancy, the situations sketched in your imagination, the characters you whimsically portrayed,—all gloriously *come to life* right there on the screen before your very eyes, while you sit in the audience with that flushed, proud smile of success! YOURS! Yours at last. And you never dreamed it could be! You doubted yourself,—thought you needed a fancy education or "gift of writing."

To think of thousands now writing plays and stories who used to imagine they NEVER COULD! Not geniuses, but just average, everyday, plain, me-and-you kind of people. Men and women in many businesses and professions—the modest worker, the clerk, the stenographer, bookkeeper, salesman, motorman, truckman, barber, boiler-maker, doctor, lawyer, salesgirl, nurse, manicurist, model—people of all trades and temperaments deeply immersed in "manufacturing movie ideas," of planning scenarios, of adapting ideas from photoplays they see, of re-building plots, of transforming situations, or re-making characters seen on the films—all devoting every moment of their spare time to this absorbing, happy work! Turning leisure hours into golden possibilities!

And the big secret of their boundless enthusiasm, now *catching on like wild-fire among all classes of people*, is that many of them, by reading some article just as you are reading this, have discovered the wonders of a New System of Story and Play Writing, published at Auburn, New York, which enables them to make such rapid progress that they are soon transfixed with amazement at the simplicity and ease with which plays and stories are put together for the magazines and moving picture studios.

For the world's supply of photoplays is constantly absorbed in the huge, hungry maw of public demand. Nearly anybody may turn to playwriting with profit. It is *the most fascinating thing in the world!* And also most lucrative. Skilled writers live in luxury and have princely incomes. They dictate their own terms and never are dictated to. They live and work and do as they please. They are free, independent, prosperous and popular!

YOU need not stay outside of this Paradise, unless you WANT to! YOU have as much right to Success as they. They, too, had to begin—they, too, were once uncertain of themselves. But they made a start, they took a chance, they gave themselves the benefit of the doubt, they simply BELIEVED THEY COULD—AND THEY DID! Your experience may be the very same, so why not have a try at it? The way is wide open and the start easier than ever you dreamed. Listen! The Authors' Press, of Auburn, New York, today makes you this astonishing offer: Realizing that you, like many others, are uncertain of your ability and don't know whether you could learn to write or not, they agree to send you absolutely free, "THE WONDER BOOK FOR WRITERS," which is a book of wonders for ambitious men and women, beautifully illustrated with handsome photographs—a gold mine of ideas that will gratify your expectations so fully that you will be on the tip-toe of eagerness to BEGIN WRITING AT ONCE!



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Keeping Fit for the Biggest Secretarial Job

(*Continued from page 26*)

might develop situations which would have the elements of disaster; as, for instance, during the depressing days in March, 1918, when the Germans were making their terrific drive against Haig north of Paris in their desperate effort to break through the Allied front before our troops could reinforce the thin lines.

During that momentous period my work took me almost daily to the White House, and all through those trying days the private wires of the executive offices were pounding out what seemed to be a very dirge of code messages from cable and wireless direct from the front. These continually passed through Tumulty to the President.

Haig had said to Britain, "Englishmen stand fast! You will hold your positions, or fall where you are. Any man attempting to leave his post will remain where he is—dead. We are fighting with our backs to the wall, waiting for the reserves."

And through it all Tumulty's outward appearance carried always an air of cheerful optimism, of calm assurance that whatever was, was right; the impression that it was a maneuver along a prearranged plan of strategy.

Nor was it an easy role to play. It required a confident self-command, temperamental poise, imperturbable nerve and the utmost of physical fitness; upon which last all else depended. The War Secretary to the President possessed all these essential elements in remarkable degree. In fact Tumulty is a striking personification of aggressive, virile health and dynamic energy.

Good health does not come by chance. With Tumulty it is common sense attention to his physical condition.

"As a personal expression of opinion," said the Secretary, "I am under the conviction that one of the things of outstanding importance for the material good of this country would be the serious undertaking of an actively aggressive campaign of education for physical betterment. Not the negative or passive schemes of which so many have been undertaken, but a properly organized and sustained effort that will accomplish the things planned.

"It seems only reasonable that after the entire country has witnessed the wonderful results in regenerating the bodies and building up the health of the men physically trained in cantonments under the direction of instructors of the Army and the Navy, it should now enthusiastically support any proposition to start a nation-wide health offensive.

"There is no excuse now for saying that we do not know what can or would be done under a comprehensive system of education and training. We have been shown, definitely and convincingly. Physical defects were remedied, or entirely removed. The thin and anemic were made lusty, full-blooded men. Infections of lungs, stomach, liver and other organs were relieved or wholly corrected. Weaklings were made into strong rugged men, giants among their undeveloped brothers.

"And this was achieved under stress of working conditions which acted as a measurable deterrent to the application of training systems and kept down the average percentage of general results. Under peace time operation of such physical training more intimate attention could be given to individual needs and more time devoted to specific treatment in medical and surgical cases.

"As to the subject of methods and systems we need not be so much concerned about the manner or form as the matter of performance. Following the enactment into law of some one of the several measures now before the Congress there should be called a national conference of all of the recognized experts and specialists who are qualified by actual practice in the art of physical culture, and it should be required of these men that they prescribe the forms and designate the methods to be employed in a scientific and thorough system of physical training for the public schools and colleges and for those above the school ages.

"We cannot hope to have an efficient America unless the men and women and children of America are physically fit. And for the reason that America is not now in its highest state of efficiency, it would seem that a comprehensive system of physical culture is one of the important things we can adopt.

"Public opinion has been awakened during the past six years as never before. We have had agitation concerning the conservation of our material resources, from food, fuel and clothing to everything which affects our individual and national life. Why should we not consider the greatest and most fundamental thing of all, health?

"We take every precaution, do everything necessary to keep an ordinary industrial machine in repair and in perfect running order. We closely watch its condition, we oil its bearings, we protect its working parts, we guard it against undue wear. Why not exercise the same kind of intelligent oversight, the same kind of logical prudence in caring for that greatest and most valuable of all apparatus, the human machine, to insure its proper maintenance lest it fall into disrepair."

On the theory that the strength of a chain is measured by its weakest link, Tumulty believes that a man's physical health is as good only as the condition of his stomach.

(*Continued on page 62*)

The Price I Paid for One Little Mistake

EVEN before I met Ted Farrel, I felt strangely attracted to him. Whenever any one mentioned his name, a thrill of inexpressible happiness surged through me. And once, when the newspapers wrote up the story of how he had saved a youngster from drowning, I clipped out his picture and pasted it in my scrapbook. Oh, how I cherished that picture, and dreamed over it, and wondered, and hoped.

If I could only meet him—if I could only see him, and talk to him, and tell him how much I admired him. I felt, somehow, as though I had known him all my life. I just *knew* that to meet him would be to kindle an immediate friendliness, a responsive feeling.

Then, one day, came a glorious surprise. An old school chum of mine, from whom I had not heard in a long time, invited me to a little informal dinner at her home. "Ted Farrel will be here," she wrote in her letter, "and I know you will be glad to meet him." Glad! It seemed to me that I had nothing left to wish for in all the world!

I Begin My Happy Preparations

Exulting with joyous anticipations, I began to plan and prepare for that wonderful day when I would meet Ted. Of course, there was nothing in my wardrobe that would do justice to the importance of the occasion. I paid a visit to my dressmaker and confided in her, impressing her with the utter necessity of the new gown being the prettiest one she had ever made.

"I'm going to meet Ted Farrel," I laughed jestingly—but I'm quite sure that she noticed how elated I was.

Well, at last the day of the dinner arrived. My new dress was extremely becoming. My hair seemed to fall in particularly charming waves. Happiness had brought a warm glow to my cheeks, a keen brilliance to my eyes. I felt, as I surveyed myself in the mirror, that I had never looked so pretty before, never felt so well-poised—and confident.

All My Joy Is Shattered

Helen was delighted to see me. "Come," she cried gayly, "let me introduce you to my guests."

As I entered the big drawing room I felt unaccountably restless. I knew Ted immediately. He was standing near the window talking with Helen's mother. In a frenzy of impulsive eagerness, I did something which I did not know was incorrect, but which caused the others to laugh at me.

It was over in a moment. Before I realized what had happened, I had committed an awful blunder, an unforgivable breach of etiquette! All my happiness, my weeks of planning, my anticipations vanished in a maze of miserable humiliation. I wanted to run wildly from the room, to hide from the amused glances of the guests. And most of all I wanted to cry.

In my confusion I failed dismally in acknowledging the introductions that followed. Helen acted just the least bit disappointed—although she tried hard to be kind to me, to put me at ease. I noticed that several of the guests glanced at each other. And I began to wish fervently that I had never come—or that I had at least prepared myself by reading up somewhere about introductions and how to avoid impulsive blunders in etiquette.

Then, vaguely, I realized that I was being introduced to Ted—actually being introduced to Ted Farrel! But all the pretty phrases, the pleasing sentiments I had planned to say were forgotten. Instead, I mumbled something about being "glad" and "happy." But I hurried away so that he could not see how miserable I really was.

I Spend a Miserable Evening

Oh, how unhappy I was when I realized what a mess I had made of the meeting that was to have been a triumph! Here I was in the very same room with Ted—just as I had always hoped and dreamed of being—and yet I dreaded to look at him! I had planned to tell him all about my strange attraction for him and about the newspaper writeup, and the clipping. But how could I speak to him after that ridiculous blunder? Oh, if it had only not happened!

Later, at the table, I felt uncomfortable and ill at ease whenever any one looked at me or spoke to me. I was frankly wretched. I began to wonder how soon it would be permissible to leave without appearing rude. And instead of conversing happily with Ted, as I had hoped to, I avoided his every glance.

I was glad when the time came to leave. I wanted to be alone to drown my mortification in a good long cry. When I saw Ted approach me smiling, I wondered, in panic, whether it were proper for me to offer him my hand or just say "Good night." I hesitated a moment—and then with a stiff little nod hastened away.

That evening I cried as though my heart would break. I knew that I could never face Ted Farrel again after the miserable blunders I had made. And bitterly I reproached myself for not knowing better. "I will get a book of etiquette the first thing tomorrow morning," I promised myself grimly. "And I'll make sure that a thing like this never happens again."



I wanted to run wildly from the room, to hide from the amused glances of the guests.

I Buy the "Encyclopedia of Etiquette"

The very next day I sent for the famous "Encyclopedia of Etiquette." I determined to find out just what was the correct thing to do and say at all times, under all conditions, so that I would never again suffer such a mortifying evening.

I had always prided myself upon being cultured and well-bred. I had always believed that I knew just how to act—that I followed the conventions of society to the highest letter of its law. But, oh, the serious breaches of etiquette I was making almost every day!

Why, the first chapter I read proved that I knew pitifully little about dinner etiquette. I didn't know the proper way to remove fruit stones from my mouth, the cultured way to use a finger-bowl, the correct way to use napkins and many other similar points of etiquette. If I had only had the book before!

Etiquette at the Dance

I glanced over the chapter called "Etiquette at the Dance." In a few moments, I discovered that I had been making some very bad blunders indeed. I had never known whether it were proper for a woman to ask for a dance; whether she could refuse a dance without reason; whether it were proper to wander away from the ballroom with a fiance. I had never known how many times a young girl may dance with the same partner without breaking the rules of etiquette.

And when I read the chapter on introductions, the very mistake I had made was pointed out! If I had only read this chapter before, I would never have made that awful blunder. Instead, I would have been able to establish an immediate and friendly understanding between Ted and me.

I found that I actually did not know how to introduce two people correctly! I didn't know whether to say: "*Mrs. Brown, meet Miss Smith*," or "*Miss Smith meet Mrs. Brown.*" I didn't know whether to say, "*Bobby, this is Mr. Blank*," or "*Mr. Blank, this is Bobby.*" I didn't know whether it were proper for me to shake hands with a gentleman upon being introduced to him, and whether it were proper for me to stand up or remain seated. Every day people judge us by the way we make and acknowledge introductions. The "Encyclopedia of Etiquette" made it all so clear to me that I can never make a mistake again.

To the Young Man and Woman—

I would like to give you a bit of advice. The world is a harsh judge. It will not tolerate the illiterate in the art of etiquette. To be admitted to society, to enjoy the company of brilliant minds, and to win admiration and respect for one's self, it is essential for the woman to cultivate charm, and for the man to be polished, impressive. And only by adhering to the laws of etiquette is it possible for the woman to be charming and the man to be what the world loves to call a gentleman.

I will never forget that miserable evening I spent—and the many other miserable evenings that followed because of the memory of it. I can never face Ted Farrel again—Ted Farrel whom I had always longed to meet and talk to—and impress. I am glad to write my story here—glad to help other happy young people from shattering their hopes and gladness by blundering in the important art of etiquette. My advice to men and women who desire to be cultured rather than coarse, who desire to impress by their delicacy of taste and finesse of breeding, is—send for the splendid two-volume set of the "Encyclopedia of Etiquette"!

"Encyclopedia of Etiquette"

IN TWO BIG VOLUMES SENT FREE FOR 5 DAYS

The Encyclopedia of Etiquette is excellent in quality, comprehensive in proportions, rich in illustrations. It comes to you as a guide, a revelation toward better etiquette. It dispels lingering doubts, corrects blunders, teaches you the *right thing* to do.

There are chapters on etiquette at the wedding, etiquette at the ball, dinner etiquette, dance etiquette, dress etiquette—etiquette problems that must be faced almost every day of your life. And each one is solved for you so thoroughly, so exhaustively, that you will *always*, at all times, impress by your absolute knowledge of the correct and the cultured.

For a short time only the complete and intensive two-volume set of the "Encyclopedia of Etiquette" is being offered at the special price of $3.50. Don't wait until the happiest day of YOUR life, the day YOU have planned for and looked forward to, is spoiled by a blunder. Don't delay—send for your set NOW, before you forget.

The coupon below entitles you to a 5 days' FREE examination of the two-volume set of the "Encyclopedia of Etiquette." At the end of that time, if you decide that you want to keep it, simply send $3.50 in full payment—and the set is yours. Or, if you are not delighted, return the books and you won't be out a cent.

Send for your set today! You need send no money—just mail the coupon, Nelson Doubleday, Inc., Dept. 83, Oyster Bay, New York.

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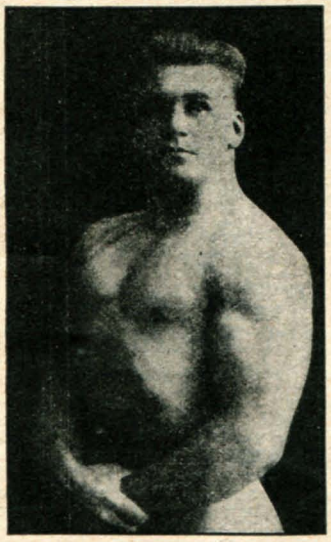
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Perhaps you are one who feels the need of body development; who desires strength and good health! I have helped thousands of men and women to get back on the road to business and social success—and I can help you!

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Five 2c stamps for my book, "The Development of Physical Power," is a small investment but it will pay big dividends to you! It describes my personally conceived system of training—a system that has never failed! And it will not fail in your case! Immediate action is better than dangerous delay! Write today!

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Enclosed find 10c (coin or stamps) for which send me your book, "The Development of Physical Power," and your picture.

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(*Continued from page* 60)

"A man's health," declared Tumulty, "may depend upon a number of different factors, such as rest, exercise, hygiene, diet, fresh air.

"A man's judgment, however, is as good as his digestion. If a man's digestion is bad, he is more than likely to be irritable and uncomfortably out of sorts. Every one that a man comes in contact with and everything that he handles will be influenced by his digestion.

"If a man has indigestion it affects not only his temperament but also exhausts his equilibrium, both mentally and physically. His nervous balance is upset, his mental vision is obscured and he sees through jaundiced eyes.

"There is scarcely a more clearly illustrative example of this than the case of our judges on the bench of every kind of court, for I believe that many if not most of our defective decisions have come from poor digestion.

"No man can think clearly, logically analyze facts and evidence or form sound judgments who is suffering from digestive disturbances.

"The processes of thinking and digestion never were intended to function in full force at one and the same time. One must wait upon the other. When we utilize the major current of the blood stream in the process of creating thought we are depriving our stomachs of the blood required to function the process of digestion. And neither one will be effective, for both will suffer in the division of the operative elements.

"The almost universal custom established in recent years among our business and professional men of taking their business affairs to lunch with them is, to say the least, decidedly unwise. This practice as a rule does not facilitate the transaction of business; more often it may result in deals which do not turn out satisfactorily. Furthermore, this attempt to mix mental effort with digestive activity is injurious to if not actually destructive of health.

"In my own personal practice I avoid the kind of men who invite me to lunch for the deliberate purpose of talking business with me. In the first place, I am convinced that my judgment is not good when I am hungry and my digestive apparatus is trying to assimilate food.

"In the second place, the digestive process is interferred with the instant that we begin to discuss business propositions during the progress of a meal. For that reason I never permit myself to take up the most simple question of policies, politics or business during meal time.

"Many a disastrously bad bargain has been made at the American luncheon table and many a wretchedly poor judgment has been formed. And by the same token, many dyspeptics have been made and many cases of acute indigestion have been developed in the attempt to force the system to digest food and thought at the same time. A man not infrequently is unduly influenced when he is hungry or when his stomach is, or should be, busy with the serious work of digestion. A man must recognize the fact that he has a stomach as well as an imagination and he should exercise care in attempting to indulge them both at the same time. Otherwise one or the other, if not both, are likely to suffer.

"A man is made up principally of muscles, brains, nerves and alimentary tract. The first two generally will work fairly well together, as, for instance, men who write usually are able readily to concentrate in mental effort and to think clearly and quickly when physically tired from muscular effort. This is especially true of such exercise as walking, climbing, riding horseback, golfing or other outdoor games which tend to stimulate elimination and accelerate the circulation. This serves to rid the brain cells of waste tissue and to promote a free current in the blood vessels supplying the brain, thus quickening the mental processes.

"But this does not by any means hold true as to the last three of these constituent elements, brains, nerves and alimentary tract, nor of the last with muscular fatigue. The man who after severe exertion says, 'I am too tired to eat,' yet does, more often than not regrets it.

"Eating a meal when the brain is fagged by sustained and strenuous mental effort, or when the nerves are under high tension from stress of either work, worry or emotional depression, is almost certain to invite an attack of acute or nervous indigestion which will throw the entire physical and mental system out of adjustment and keep one from pursuing normal activity for days, and even weeks.

"It is so well known as to have become a byword—if not a reproach—that one of the most general causes of disability, illness, and even mortality among the members of society in official Washington, is the persistent indulgence in the never-ending round of banquets which infest the nights in both executive and legislative circles in the National Capital.

"The victims of the—quite preventable and altogether unnecessary—suffering caused by these 'stuffing contests' go about their affairs next day—if they are so fortunate as to be about at all—with lagging steps, aching heads, heavy eyes, clouded mental vision and with a digestive apparatus crying out against the abuse it has undergone because of an unwise inordinate indulgence in an excess of rich, heavy food and highly seasoned condiments.

"This overeating at these big dinners is the greatest menace to health among those in the upper strata of governmental society in Washington. And the regrettable thing about it is that these more or less state dinners, not unlike the

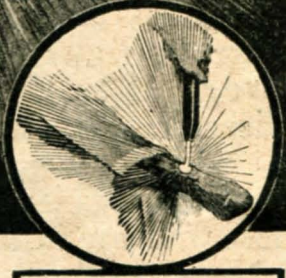
(*Continued on page* 64)

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Simply attaches to a light socket and transforms the current into a flood of vibrant, shockless, Violet Ray, simple and safe for you to use. Drives out Aches, Pains and their causes in a manner unequalled by any other method. Penetrates deep, saturates entire body, increasing circulation, adds oxygen to the blood and promotes elimination of waste products. The cells and tissues are gently massaged by the High Frequency electric wave imperceptible to your senses. Learn more of this interesting subject. Send for the RENULIFE book.

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Are you a Tobacco Slave? If so you can relieve yourself once for all with the greatest Discovery of Science for those who are addicted to Nicotine Slavery.

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Removes all desire for Pipe, Cigars or Cigarettes, Tobacco Chewing or Snuff Using. You quickly lose all craving for the filthy, deadly and expensive habit. TOBACCO ABSTAINER does its work quickly and Builds Up Your System while eliminating the poison.

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(*Continued from page* 62)

set speeches that follow, seem to be an established institution so firmly imbedded in the principles and practice of conventional Capital life as to discourage any attempt at dislodgment or suppression.

"When as a matter of form or duty I find it incumbent upon me to attend one of these fashionable orgies, and willy nilly eat an inordinately heavy dinner I generally am successful in regaining my digestive equilibrium by not eating at all the next day, in order to counteract the depressing effects of overindulgence the night before.

"And I practice the same system in overcoming excesses in other things, as for instance sleep. When I have had a trying week that has involved late hours and early rising with consequent loss of my regular quota of sleep, I make up for it by sleeping for a sufficiently extra time on Sunday to recoup my loss during the week.

"After a late breakfast on Sunday forenoon I take a long walk and then sleep during most of the afternoon. And, with the exception of a light breakfast, I do not eat anything on Sunday, unless it be a cup of tea at night before retiring.

"This program gives the system an almost complete rest and I find that my nervous forces are entirely renewed and my physical and mental energies restored to normal and ready for another full week of work.

"Not only here in Washington but everywhere that modern civilization drives the ambitious to strive for accomplishment, hurry is one of the greatest handicaps to health.

"Hurry injuriously affects the heart, the nervous system, the mental processes, the breathing apparatus, the digestive functions and every vital organ of the body.

"Hurry is a most effective brake upon progress; an uncompromising obstacle to advancement.

"We make haste with impeded step when we hurry, because hurry exhausts, tears down and destroys the identical mental energy, nervous force and physical power which it attempts to whip into quickened activity.

"Next to the too general American practice of hurrying about our daily work is the greater sin of worrying about it.

"Worry annually kills more people through the single result of indigestion, than the total loss of American soldiers on the European battlefields.

"That worry, particularly over matters of condition and environment, will cause the most destructive form of indigestion is proved by a case years ago recorded in France. For the purpose of experimentation and to secure concrete evidence of the effect of worry on the digestive organs, several noted physicians arranged with the prison authorities to use a man condemned to death. He always had been a healthy, rugged, athletic man, a heavy eater who had never known digestive disorders. He purposely was allowed to hope for commutation of sentence until three days before the official date set for the execution, when he was informed that at the end of that time he would be guillotined.

"Before being told of his fate he was given, and ate a hearty meal. After that he ate practically nothing. Following his execution the postmortem examination revealed the entire quantity of food he had eaten three days before still in his stomach and wholly undigested. His vital organs were perfectly healthy and normal, in a biological sense, but the prostrating, destructive effect of worry on the nerves of the stomach had paralyzed its digestive functions.

"Nor is the stomach the only vital organ injuriously affected by worry; although it probably reacts more quickly to its influence. Worry acts directly upon the vital organs through the nervous system. The constant wear and shock of worry and fear will break down and shatter the nerves of the strongest constitution. 'Worry,' said a noted surgeon of New York, recently, 'kills more people than all the recognized organic diseases combined. In fact worry is in itself a disease, sapping the life of our people and depleting our population like a pestilent plague. We hurry and worry through the half of the life that we live, enjoying little of its real pleasures, robbing ourselves of domestic happiness and inviting into our system diseases that kill us off at an average age of thirty-three, when our rightful heritage of life is from ninety to a hundred years. My rule of life is: 'Don't worry; don't hurry; do one thing at a time!'

"This story is told of the time when cholera was at its height in the Southern states, numbering its victims in tens of thousands: Sorely grieved at so deplorable a waste of life, the Good Angel sought out the Bad Angel, and, because of having done him a favor in the past, pleaded with the Bad Angel to spare the lives of the people. 'In return for what you have done for me,' said the Bad Angel, 'I will grant your request, to this extent, that I will kill only thirty thousand people, and then I will raise the plague.' But when the plague had passed it was found that the victims actually numbered more than sixty thousand people. The Good Angel was displeased and grievously hurt because the Bad Angel had failed to keep his promise, and when next they met she chided him for not keeping faith with her, and he replied: 'But I was faithful to my pledge, for I killed with the cholera only the thirty thousand agreed upon. The other thirty thousand died of worry, fearing the plague.'

"This senseless mania of worrying,

(*Continued on page* 66)

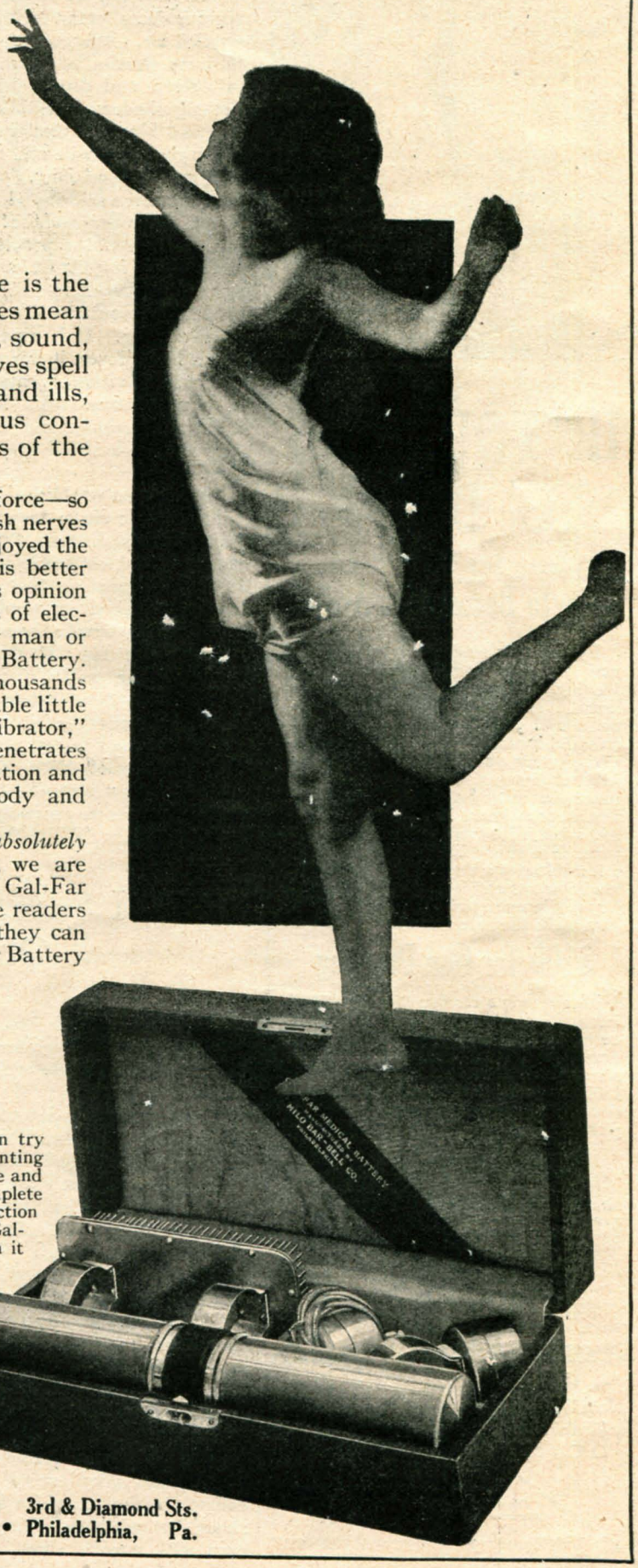
NERVE HEALTH

It Means to Women

glowing cheeks and satiny skin, luxuriant hair and brilliant eyes. It means that true beauty which is more than skin deep—the beauty that health alone can give—the beauty, which, by a wise provision of Nature, attracts and holds men.

It Means to Men

Energy, courage, force—the will and the ability to *do*. It is healthy nerves, under perfect control, that make a man "the master of his fate and the captain of his soul."



WE live by our nerves. Nerve force is the very life force itself. Healthy nerves mean bounding health, the joy of living, sound, restful sleep and good digestion Sick nerves spell worry, sleeplessness, fear and the thousand ills, great and small, that arise from nervous conditions. But the nerves, like other parts of the body, must have both exercise and rest.

Electricity, that mysterious, little known force—so closely kin to nerve force—stimulates the sluggish nerves and soothes the tired ones. If you have ever enjoyed the benefits of electrical treatments you know this better than we can tell you. Ask your physician his opinion of the wonderfully refreshing and tonic effects of electricity for the invalid or the perfectly healthy man or woman—especially as produced by the Gal-Far Battery. Perhaps he will tell you that he is one of the thousands of doctors who use and recommend this remarkable little battery. Remember the Gal-Far is *not* a "vibrator," but supplies a mild electrical current that penetrates every nerve in the body—quickening the circulation and assisting the body to eliminate waste and body and nerve poisons.

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(*Continued from page* 64)

with its reasonless brain exhaustion and nervous prostration is peculiarly an American disease. The greater number of the men one meets on our business thoroughfares carry a distracted and worried air. Many of them take their business worries home with them, and eat, sleep and dream with them. It not only shadows everything in the home life, but blurs its pleasures, stands between man and wife and mortgages the happiness of the family.

"It has been said that drunkenness dethrones the reason and that licentiousness saps the life of the people. If that be true, then it is quite as much a fact that worry does both.

"Worry preeminently is the sin of American life. It is wasteful. It consumes like a fever, it wears like friction, it burns like vitriol, it eats like rust. It is relentless, insatiable. Modern worry is the most pregnant and potent source of dyspepsia, ill-health, low-spirits and even insanity.

"It has been established that at least a million people die in America every year from various diseases that have been generated and fostered by worry. Worrying is a national sin that does much to lower the tone of our whole social structure. Worry wrecks the nervous system and shortens life. It destroys the vitality of the nation's physique and mentality.

"But the worry habit can be cured—or at least kept in restraint. Of course there are a good many kinds of things that we will worry about to a certain extent, because we generally accept worry as part of the 'White Man's burden.' But we should never let ourselves worry about the little 'pin pricks' in life. We must conserve our strength for the big things.

"If we do this we soon will discover that we can get along without worrying at all. For it actually isn't the really big things we worry about, but the little, insignificant things; mostly, in fact, the things that never happen.

"There is a well defined relation between physical condition and the worry habit. Health and worry are opposing elements; for although it is true that worry is destructive to health, it is equally true that good, sound, virile health is a potent counter-active to worry.

"In the exception that proves the rule, where the strong vigorous man does give way to worry, he does not long retain his one time health and virility.

"There is an exceedingly intimate connection between the physical and mental side of a man. That is one reason why I exercise every care to keep in a physically fit condition and, by the same token, that I may be able to do so, I persistently refuse to allow myself to be broken down by the pernicious habit of worry.

"The great trouble with the majority of people is that they take themselves too seriously. In fact a great many of us seem to be obsessed with the idea that the Almighty has given us power of attorney to represent Him here on earth. But He hasn't done anything of the kind. We are all of us just little units in a great big game; and the best we can do is to play the game square with the world, and with ourselves."

I Spend One Hour—and Buy One Day's Efficiency

(*Continued from page* 39)

a point of doing each day. To drink at least six glasses in winter and eight in summer and to inhale one hundred deep breaths.

I supplement this internal bath by occasional warm enemas. These I find beneficial whether I actually need them or not.

So much has been written on diet that I will merely say I eat three meals a day, but I make my breakfast very light, consisting mostly of fruit. Vegetables and fruit are my mainstay, with meat once a day and plenty of milk and buttermilk.

The amount of sleep required is an individual matter. Between six and seven hours of it I find as a rule sufficient for me. I always sleep with my windows wide open and as few bed clothes as will keep me warm.

Walking as much as I do I find it necessary to take good care of my feet. Of course the first requisite is comfortable shoes, but when exercising a good deal even with sensible shoes, one's feet are apt to perspire and swell. I have entirely cured this tendency in myself by every once in a while soaking my feet for fifteen minutes in a basin of very hot water in which a handful of borax has been dissolved. Spring and fall I usually do this twice a day for three or four days just to prevent trouble.

Every night I brush my hair one hundred times and twice a week I massage my scalp for five minutes or until my scalp is loose and warm. I never use any kind of hair tonic, preferring to improve my circulation by natural means, knowing that if I do this my scalp will be healthy and normal without any extra help. I shampoo my hair once a month and find this treatment sufficient to keep it in good condition.

I am glad to say I am a healthy, happy being, earning my own living, and I attribute a large degree of my happiness and contentment to my system of keeping fit.

How Ignorance Almost Stole My Right to Happiness

I WAS born in the poorer section of the city—near enough to the main thoroughfare to envy the carefree gaiety of society, yet far enough away from its alluring happiness to feel alone, out of it all.

Sometimes I fancied myself a prisoner hidden away in a dark cell, shut out from all the beauty and sunshine of the world. And I would picture a tiny beam of light, stealing softly through the irongrated window, growing until its glorious light shone full upon me.



Ben was a draftsman; and he was ambitious

You see, I always believe that a person is bound to become happy, just as he is bound to grow up and become tall. Perhaps it was because mother whispered to me just before she died, "Everyone has the right to happiness, my child. Study the world and its people—and let no one keep you from your happiness."

I Am Forced to Give Up My Studies

As I grew older I realized more keenly the difference between poverty and riches. While other young men and women, only a few blocks away, were preparing for college, I had to leave the world of books and study behind and become one of the cogs that keep the wheels of industry moving. I used to tell myself that it was just a stepping-stone to the future happiness that was surely bound to come to me.

But how could I help knowing that day after day, as I ground away my youth so relentlessly, other young men and women were studying, planning, storing up the accumulated knowledge of the world's greatest minds? How could I help knowing that while my mind was slowly becoming dulled, these other young people were learning all there was to learn, becoming worldly, brilliant, skilled? They were fitting themselves for life's battles,—but I—what training had *I* had, what chance had *I* been given?

"It isn't fair; it isn't right!" I told myself bitterly. But mother's words rang reproachfully in my ears—Everyone has the right to happiness." And so I decided that I, too, would study and plan and prepare for the "big" things that life had to offer.

I Meet Ben Harris

It was not easy for me to study at night. I tried very hard at first but always my head would begin to throb, I simply could not concentrate. I found that I had to give it up—my days of study were over.

And then Ben Harris came into my life.

How can I tell you what a difference Ben made to me? Everything seemed to look brighter, I seemed somehow to become eager, alert. Mother was right; we all have the right to happiness.

Ben was a draftsman; and he was very ambitious. He wanted to become a famous engineer, but like me, he had had very little education. And he felt that it was holding him down—shutting him out from all the glorious opportunities of life. I knew that he looked to me for encouragement and help. Whenever he was troubled or puzzled about something he would come to me and say, "Let's talk it over together." But I was always afraid to speak—afraid that he would find out how pitifully little I really knew.

Ben Asks My Advice on a Vital Question

One day Ben told me that he had two big offers—one to engineer a building proposition in Panama, the other to plan the construction of a railroad over a mountainous area somewhere in the West. He was elated. "Both are great opportunities" he exclaimed. "I don't know which one to choose, and I want you to advise me."

"Can't—can't you do both?" I ventured, hardly understanding it at all. I was embarrassed, miserable. What did I know about Panama and the West? What did I know about ships, and buildings, and mountains, and railroads? What did I know about anything outside of my own narrow little sphere? I realized then more than ever how utterly essential it is to have knowledge before one can be thoroughly happy.

"Both?" Ben laughed—and he went away disappointed.

I Make One Last Effort

That night I sat up a long time thinking it over. Now that my chance for happiness had come, was I going to lose it after all? Was my mind made any differently than the minds of the intelligent men and women I met every day. No, it was only training that I lacked—training and education. How could I remedy it?



I told him my secret, but I was not prepared for the answer

I saw very little of Ben during the next few weeks, I felt that he was drifting away from me—that lack of education was a constantly widening breach between us. Ignorance was robbing me ofmy right to happiness.

I spoke to Rose about it—she was the most educated and cultured young woman in my acquaintance. She told me, with a great deal of enthusiasm, abou the Pocket University—a set of books that had been especially compiled for just such people as I. "If you read just a little each day, you will soon be able to converse intelligently with the most educated people!" she exclaimed. And so, as a last effort I decided to send for it.

The "Pocket University" Arrives

When the Pocket University came, I reproached myself for spending the money. It couldn't help me—I felt sure of it. Nothing could change me any more.

But after a few minutes I became absorbed. Here was something I had always been interested in, always wanted to know about, but never seemed able to understand. Now it was all revealed to me—and I marvelled at the simplicity of it all.

"The Daily Reading Guide" which came with the set contained a digest of all the wonderful things to be found in the 26 volumes. I began to read the items, and it actually seemed as though all the important figures in history, science and art were marching in bright array before me!

Things I had never even dreamed of were slowly revealed to me; things that I had known about only vaguely, became suddenly real, vital. I sat by the window and read eagerly, until the last gleam of the sun vanished from the sky.

Then I sat in the darkening room, thinking—just thinking.

A Glorious Dream Realized at Last!

After that I devoted 20 minutes or half hour each evening to my Pocket University. I learned new things every day, and I began to take a keen delight in talking to people who had more education than I.

It seemed almost as though a marvelous new world had opened up for me. My mind seemed suddenly freed from its dungeon of ignorance, pierced by a blazing light that sent my spirits and hopes soaring. My mind had been awakened. Ignorance could no longer rob me of the happiness that was my heritage.

Each day I read about something new, something startling, something beautiful. In only two weeks, I had covered tremendous ground—history, science, literature, music, autobiography, travel. I had entered a new world—and emerged a new being.

Ben noticed it; "You have changed so much" he told me. "You used to be so bashful and quiet; now you are always ready to talk to me—on any subject at all."

I told him my secret, but I was not prepared for his answer.

"The Pocket University? Why that's where I got all my education, too!"

And it was only a month later when Ben and I—but that of course is another story.

Interesting Booklet Sent Free

You, too, can learn one new thing every day. You, too, can acquire a college education merely by reading a few minutes each evening. The Pocket University which consists of 26 carefully compiled volumes will open the door to a new world for you.

Don't deny yourself these books. No matter how educated you are, no matter in what direction your ambitions lie, these little volumes will broaden your vision, strengthen your mind, *make you happier.*

Let us send you more information about this wonderful education-in-books. No obligation, of course. Just send the coupon below filled in with your name and address and we will send you a booklet that tells you all about the famous Pocket University. Don't delay! Mail the coupon today and receive the booklet FREE. Nelson Doubleday, Inc., Dept. 83, Oyster Bay, New York.

Nelson Doubleday, Inc.
Dept. 83, Oyster Bay, New York

Please send me free information about the Pocket University, which contains 6,000 text pages by 388 authors. This does not necessitate my purchasing the books if I do not want them.

Name

Address

Why People Die Too Young

Will you devote 4 minutes of your time to a plan that may add twenty years to your life?

Why is it that even though you are apparently in good health there are times when you have all sorts of aches and pains—a depressed feeling and off days.

Have you ever stopped to question—why?

It is simply a warning from nature. Perhaps you have unknowingly broken some of nature's laws.

It is possible by following certain simple little rules not only to enjoy a vigorous health but to prolong one's youthfulness 10 to 20 years and instead of dying at 60 or 70 you may live to a ripe old age of 85 or 90 years.

There Is No Sudden Death

Nature goes far in her desire to protect us. There are certain signs, which when we understand them, give us warning of serious trouble to come. By knowing what they are we can head off illness and be healthy and vigorous.

Used by Big Business Men

Among the thousands who use this simple plan are the officials of many of the country's largest institutions—such as American Tel. & Tel. Co., Armour & Co., Standard Oil Company, Sears, Roebuck and Co., William Wrigley, Jr. Co. The members of the bureau are literally insuring active, vigorous health, with the practical certainty of adding twenty years to their lives. It's all in a simple little plan that requires only four minutes of your time a year—and the cost is so small it is within the reach of every one.

Send for Our Free Book



Mail coupon below. We will send you interesting book "Why People Die Too Young" together with full information about this plan—a plan that takes only four minutes of your time and may add twenty years to your life. Mail the coupon for the book now. It will be sent without cost or obligation.

National Bureau of Analysis

Dept.9743, Republic Building, Chicago, Ill.

Please send me without obligation your book "Why People Die Too Young" and full particulars of your four minute a year plan which prolongs life.

Name.....

Street No.....

City.....*State*.....

Living the Physical Culture Life

In this department we have the pleasure of presenting letters of personal experience from our readers. The story of what others have done in building health, strength and energy is always interesting and stimulating. Attractive photographs demonstrating the good results of physical training and health care according to methods taught by this magazine, are always especially appreciated, though we cannot promise to publish all letters and photographs received, nor can we promise to return them. All photographs should bear name and address of sender, subject, and permission to publish. Be assured, however, that your letter of comment or experience is carefully read and appreciated by the editors even if not published. Publication is sometimes delayed several months. Published letters will entitle the writer to a free subscription to PHYSICAL CULTURE if application is made therefor after publication.—The Editor.

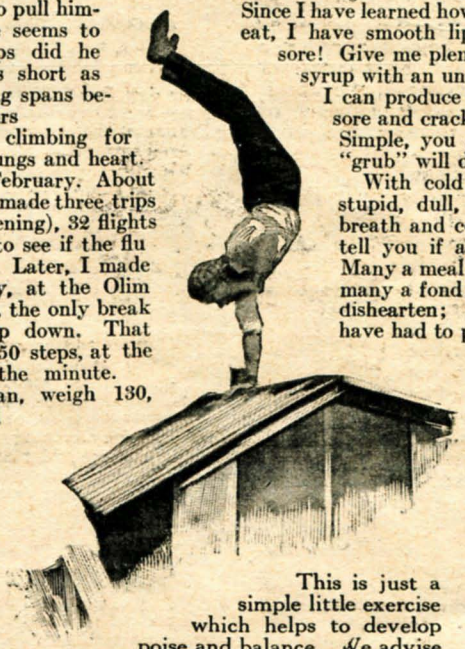
This Looks to Us Like a Stair-Climbing Challenge

To the Editor:

Could you give me some data regarding the stair-climbing feat of H. L. Roome, illustrated in your August issue? Does he use his hands to pull himself up, as the picture seems to show; how many steps did he cover; are all landings short as shown, or are there long spans between the flights of stairs

I have been stair climbing for years, to develop my lungs and heart. Had the flu all of last February. About the middle of March, I made three trips (morning, noon and evening), 32 flights each, in one day, just to see if the flu had damaged me any. Later, I made two trips consecutively, at the Olim Building, in Pittsburgh, the only break being the elevator trip down. That was 48 flights, some 1050 steps, at the rate of 96 steps to the minute.

I am an office man, weigh 130, height 5 ft, 7 in., and never was an athlete. Am 53 years. At 45, I was ready for the count of ten. Now I am stronger than at 25, and believe I could outdo Mr. Roome. May come to New York sometime and do it. In the meantime, I would appreciate some details of Mr. Roome's feat. Am enclosing stamped envelope for reply.



This is just a simple little exercise which helps to develop poise and balance. We advise you to try it on the mattress first, and with both hands in the beginning.

Geo. T. McConnell.
P. O. Box, 670, Minneapolis, Minn.

He Solved the "Cold Sore" Mystery

To the Editor:

Those mysterious afflictions called "cold sores" used to be very humiliating; many a so-called cure have I persistently tried. Camphor and turpentine; bay rum and arnica; tannin and iodoform. Sometimes I had two or three at once, with chapped lips that were dry and cracked,—and once a hateful chronic sore that persisted for weeks till I thought and feared I surely had a cancer!

This was a matter of years. Half a life-time! A young lady once told me that every time she went on a visit she got an ugly cold sore! Just the other day a college professor came in to talk to me, and perched on his lip was a powdered festering patch.

Late I learned that cracked, furrowed lips with cold sores were the badge of a glutton,—the badge of a sweet-toothed glutton. Since I have learned how to eat and how not to eat, I have smooth lips, with never a cold sore! Give me plenty of hot biscuits and syrup with an ungoverned appetite and I can produce an old-fashioned cold sore and cracked lips right to order! Simple, you say? Plenty of other "grub" will do it too.

With cold sores also goes that stupid, dull, irritable feeling; bad breath and coated tongue; the lips tell you if a man will only look! Many a meal I have had to cut out; many a fond "cook" I have had to dishearten; many a candy-box I have had to pass up!

Not just to escape the putrid cold sore, but to achieve the happy condition when cold sores never appear; when lips never peel and crack; when bilious attacks are a thing of the past; when the humor is good and the mind clear. The lips announce the digestive speed limit in my case,—and in many others.

G. P. W.
Baton Rouge, La.

Is Perfect Health Possible?

To the Editor:

If there are any readers of Physical Culture who in the last year did not have bad colds, headaches, or the least bit of pain, I would like to hear from them. If you have had this perfect state of health for twelve months and have kept a strict record of your feelings on paper, I am sure that others besides myself, will be glad to have you tell your story in Physical Culture Magazine.

I have fasted, exercised and dieted but have never been able to go through a winter without a bad cold. I pride myself on being able to do what any one else can do, and I wish to make the

(*Continued on page* 70)



Fancy stuff—just like a circus! This one is all right when you do it over a net. Otherwise it's apt to be hard on the anatomy.



Play Without Notes

Be a Master of JAZZ and RAGTIME

Anybody Who Can Remember a Tune Can Learn to Play Jazz, Ragtime and Popular Songs by Ear, Easily, Quickly, at Very Small Cost. New Method Makes Piano Playing Wonderfully Simple.

No matter how little you know about music —**even if you "have never touched a piano"**—if you can just remember a tune, **you can learn to play by ear.** I have perfected an entirely new system. It is so simple, so easy and shows you so many little tricks of playing that it just comes natural to pick out on the piano any piece that is running through your mind. Even dull pupils grasp the idea readily and follow through the entire course of 20 lessons quickly.

Play By Ear in 90 Days









No need to devote years to study in order to learn piano nowadays. I teach you to play by ear in a small fraction of the usual time and at a smaller fraction of the cost. No tiresome scales or arpeggios to learn—no do-re-mi, no nerve-racking practice of monotonous, meaningless exercises. **You learn to play what you want to play right off.** No special talent is necessary. Every lesson is so easy, so interesting and fascinating that you "can't keep your hands off the piano." Just devote a part of your spare time to it and you will be playing and entertaining your friends almost before you realize how this wonderful new accomplishment has been acquired.

Experienced and talented musicians are amazed at the rapid progress of my pupils and say they cannot understand why this method was not thought of years ago. Yet it has never been used before; is not used by any other teacher or school today.

Be the Popular One In Your Crowd

One who can sit down any time without notes or music, reel off the latest jazz, ragtime and song hits and **entertain** the crowd is **always** the **popular** one in the crowd, the center of attraction, the life of every party, sought and invited everywhere.

Why not be the popular one in **your** crowd? You can learn to play as easily as hundreds of others I have taught; and you can profit by it—not only through the pleasure it provides, but also by playing at entertainments, dances, movies, etc.



This Book FREE

Now is the time to Begin. Spend a part of these long indoor evenings with my easy, fascinating lessons and just see how quickly you "catch on" and learn to play. You'll be **amazed.**

Write for my book, "The Niagara Method," describing this wonderful new method of playing by ear. I send it free.

Ronald G. Wright, Director,

Niagara School of Music, Dept. 349

Niagara Falls, N. Y.

SEND COUPON TODAY

NIAGARA SCHOOL OF MUSIC, Dept. 349
Niagara Falls, N. Y.

Please send me without obligation your FREE Booklet describing your method of playing by ear.

Name.....

Address.....

.....

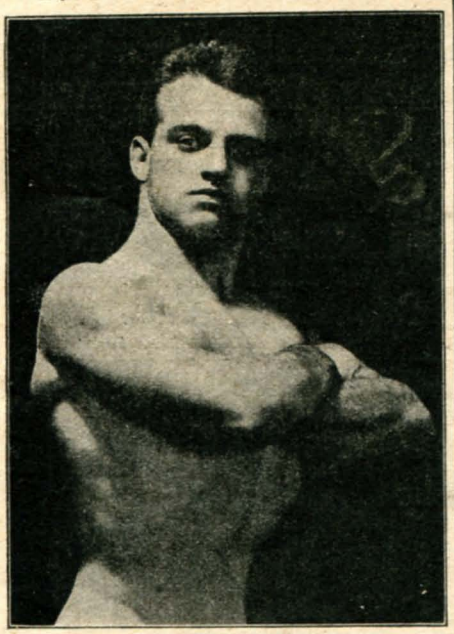
You Can Tell An Athlete A Block Away

See the way he carries himself! Notice how he differs from other people. There is a spring to his step and a stride that denotes a body just brimming over with li e.

As he approaches you note his erect body with the squared off shoulders and the deep chest. His head is thrown back for he defies the world.

When you meet him you will immediately note the brightness of his eyes for they are merely the windows of the wonderful home (or body) in which he lives. The fire of youth is burning within and radiates to all. His skin is clear but ruddy.

And when he grasps you by the hand you can feel the thrill behind it. Everything about him denotes **life, health, strength.** His brain as well is keen and alert. He is quick to think and his voice carries his message in a way that grips you to the very soul.



ARTHUR HYSON

Are You Like This Man?

Don't try to avoid it. A man who is satisfied with half strength is the one who usually fails. I have merely told you what you can be and will be if you stop right now, turn about, and determine to live aright.

I Don't Want Triflers

If you are only half-hearted in your desire to be strong, I don't want to meet you or hear from you. A business man who is only partially interested in his work never succeeds. The same is true in physical development.

Are You Ready?

Jump in then and get to it. Let me show you how I can transform you into a superman before summer comes around. In a month's time your friends will see the great change in you, your boss will be praising you, the women folk will admire you for you will have the highly developed body and all the vim and pep of the perfect athlete.

MY NEW BOOK "PHYSICAL PERFECTION" will be a great help to you in this new endeavor. It is a treatise on the human anatomy and the results that may be obtained by taking proper care of yourself. It is the guidance of an expert that you most need and here you will find it. Also numerous full page photographs of myself and some of the athletes I have trained and developed.

It Is FREE!

Do you crave a perfect, well-proportioned body and assurance of success? Do you wish to have the vim and pep that makes you the center of attraction no matter where you go? If so, send 10 cents at once, stamps or coin, to help cover the cost of wrapping, postage, etc., and you will receive a copy.

TEAR OFF COUPON—NOW—Before you forget it.

Arthur Hyson

Dept. 27, 164 Fulton Street, New York City

Tear off coupon below and write name and address plainly

ARTHUR HYSON, Dept. 27,
164 Fulton Street, New York, N. Y.

Dear Sir: Without obligation on my part please send me a copy of your book "PHYSICAL PERFECTION," for which I enclose 10 cents.

Name.....
(Please print or write your name plainly.)

Street.....

City..... State.....

(*Continued from page* 68)

year 1921 a perfectly healthy one. I believe it can be done. Results are what our friends are looking for, and if we are not healthy ourselves our influence for health will be nil. Therefore, it behooves us as physical culturists to show others by our own health. Let me hear from you who fast, exercise and diet.

A. RUSSELL, JR.

Philadelphia, Miss.

Yeast Cleared My Complexion and My Head

TO THE EDITOR:

I would like to tell of my experience with yeast. I made my first experiment about a year ago with the following results: The complexion became clear and pink, sluggish bowels became active, and a dull sensation in the head entirely disappeared, which I concluded was due to neutralization of poisons in the alimentary tract.

After taking it for two weeks I discontinued the yeast for several weeks with the result that the dull sensation in my head returned, so I began taking it again with the same good results.

Mr. McCann cited a case where the patient had an abscess after taking the yeast. In my case the yeast sometimes does cause a boil or eruption, eventually leaving the skin clearer than before, but I concluded that a boil, maybe on the end of the nose, was more desirable than one chasing itself through the circulatory system.

Through the aid of articles by McCann, Macfadden and others, and a course in physical education, I have overcome a case of indigestion and general breakdown, occurring in my junior year at the University. I realize now that formerly I was "starving" while eating three meals a day.

I wish every boy and girl in the world might be saved from the white bread and candy habits.

Mr. McCann's articles on devitalized foods and the necessity of eating "natural" foods should be the common knowledge of every child through some medium. Why couldn't this be the public school? I have done my share in spreading the gospel in my little corner of the world.

But I am wandering from my subject, "yeast." In the hurry and worry of our everyday life, I have found nothing so effective in clarifying the "thinking apparatus" as a few doses of yeast.

I hope that others will tell of their experience with it.

MISS BEULAH HAUSER.

Gowrie, Iowa.



Showing how Harry Delaney likes the climate at Juneau, Alaska. He's outdoors in this picture, looking for wildcats or grizzlies or somethin'.

Yeast and the Functional Troubles of Women

TO THE EDITOR:

You may be interested in knowing of some experiences a few of us in this part of the country have had with yeast.

For about three months my daughter of sixteen years and myself have been taking yeast, each of us in the quantity of about three cakes per week. My purpose in taking it was to gain weight. I am 5 feet 2 inches tall, and weigh 98 pounds. My daughter's hope was that it would clear her complexion. These are the results we met with: Each month I was conscious of an increasingly excessive flow at my menstrual period, so severe that it became necessary for me to consult a physician and take medicine to relieve the condition, as it taxed my strength and energy considerably. My daughter, who is considerably delinquent in this respect, three and four months often elapsing between periods, has, ever since taking yeast, been more regular, feeling no serious effects at all.

My sister, a woman of 40 years, also took yeast for her complexion, taking ¾ cake per day. After several days, she became conscious of increased blood pressure, until she discontinued eating anything which contained yeast in any measure. When she eliminated yeast from her diet—breads, and other foods containing yeast—her blood pressure became normal.

The only comment I can make, from experience, is that yeast increases blood pressure, and its good and bad effects depend upon the constitution of the individual.

Did you know that it is an old remedy to take plain bread dough when delinquent in one's monthly periods? Women so troubled, you might try this!

MRS. F. M.

That Diet for "Nerves"

TO THE EDITOR:

Dr. Thomas Clark Hinkle's article on "Nervous Prostration" interested me so much, and agrees so much with an experience I had, that I felt I must say a few words about it.

Several years ago I was suffering from a very severe nervous breakdown, and was confined in a sanitarium for ten months, prior to and during which time a great deal of medicine was prescribed for and taken by me. My case only seemed to become worse all the time, until at length I decided to throw away all the bottles of concoctions that were only aggravating my illness, and took to a diet of whole wheat bread and vegetables, eating little or no meat, and refusing eggs and milk because they did not agree with my stomach. Like a miracle, in a few months I returned to a healthier condition than I had known for several years. I credit my recovery from a condition of physical and mental depression to the abandonment of medicines of all kinds and the adoption of wholesome vegetables and a resolve to force my mind not to dwell upon my condition of failing health, but rather upon its natural restoration.

I am teaching my children to respect the vegetables that are good for them, and the articles which appear in your magazine from time to time on this and other equally important subjects must be to other mothers, as it is to me, very helpful.

Sincerely,

MRS. FLORENCE MARTAIN.

Berkeley, Cal.

Sun Bathing Cured Her Diseased Bone
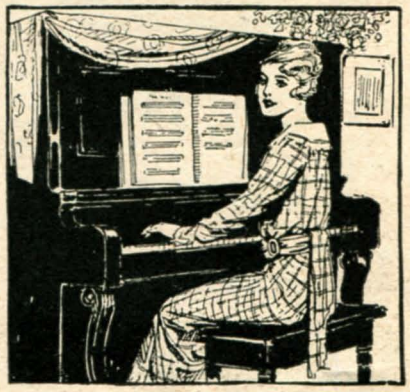
TO THE EDITOR:

About two years ago I was attacked with a severe pain and swelling around the neck of

(*Continued on page* 72)

The Woman Who Wished She Could Play the Piano

And How She Found an Easy Way to Turn Her Wish Into a Fact



A YEAR or so ago this woman didn't know one note from another. Today she plays the piano—entirely by note—better than many who have been playing for years. Here she tells how she learned and why it was so easy. Thousands of others, from school children to men and women of 50 to 70, have also learned music in the same easy way. A new method that makes singing or any instrument amazingly simple to master. You can try it on approval and see for yourself—no cost whatever unless you are satisfied.

FROM the time I was a child, I have always had a yearning and longing to play the piano.

Often I have felt that I would gladly give up half of my life if some kind fairy would only turn my wish into a fact. You see I had begun to think I was too old to learn, that only some sort of fairy story magic could give me the ability to play. I was 35 years old—and the mother of a small family—before I knew one note from another.

Until I learned to play, hearing music—especially the piano—always gave me almost as much pain as pleasure. My enjoyment of it was always somewhat soured by envy and regret—envy of those who could entertain and charm with their playing, regret because I myself had to be a mere listener. And I suppose it is that way with everyone who has to be satisfied with hearing music instead of playing it.

Again and again, parties and other social gatherings have been all but spoiled for me. I could enjoy myself until someone suggested music or singing; then I felt "left out"—a lonesome wall flower—a mere looker on instead of part of the party. I was missing half the fun.

It was often almost as bad when callers came. It is so much easier to entertain people—particularly if you don't know them well—if one can turn to the piano to fill the gaps when conversation lags. But until recently our piano was only a piece of furniture. We bought it three years ago, simply to have it in the house while waiting for our two little girls to reach the age for beginning lessons—for I was determined that they should never be denied the full enjoyment of music the way I had been. But as it turned out, I learned to play before my girls did—in fact I myself am now their teacher.

The way I have suddenly blossomed out in music (almost over night, you might say) has been a big surprise to all who know me, and to myself as well. My friends seem to think it must be that I had a previously undiscovered genius for the piano. But if there was any genius about it it wasn't on my part, but in the lessons I took—a new and simplified method that makes it remarkably easy for any one to add music or singing to their daily lives. Any one anywhere can now learn to play any instrument or learn to sing just as easily as I did. All the hard part, all the big expense, all the old difficulties, have been swept away by this simple new method.

I learned entirely by home study—in my spare time—from fascinating Print-and-Picture lessons that make everything so simple and easy that one simply can't go wrong on them. I call it a short-cut way to learn—it is so much simpler and so entirely different from the old and hard-to-understand methods. I know that I made better and faster progress than I ever could by bothering with a private teacher or joining a class. In fact, while I don't like to brag, within six months after I took my first lesson, my playing was better than that of many of my friends who had studied two or three years under private teachers—not because I was any more apt than they, but simply because the wonderful Print-and-Picture lessons sent me by the U. S. School of Music were so easy to understand.

Then they were so interesting that study and practice were more like a pastime than a task or duty. And so convenient; you can study and practice just as it happens handy, instead of tying yourself down to set hours. And no strangers around to embarrass you or make you nervous.

Within a year after I took my first lesson, I began teaching my two little girls to play—using exactly the same lessons I myself had studied. And I notice that both of them seem to be getting along better than any of their playmates who have private teachers. In addition, I am saving the money it would cost to have a private teacher—I figure it would cost at least $3 to $5 a lesson to have a teacher whose instruction could compare with that contained in the printed lessons from the U. S. School. Yet, from the first lesson to the last, the total cost of learning the way I did amounts to only a few cents a day—and nothing whatever unless you are satisfied.

My only regret is that I didn't know of this really wonderful method years before. The ability to play is such a great comfort. No matter how much I am alone, I never get lonesome—I can always turn to my piano for amusement. I am never at a loss for a way to entertain callers. I no longer feel that I am "out of it" at social gatherings. Do you wonder that I so gladly recommend the method that has brought me so much pleasure and satisfaction?

* * * * * * * * * * *

This woman's experience is by mo means unusual. Over 250,000 others—from school children to men and women of 50 and 70—have learned to play their favorite instrument or learned to sing in the same way this woman did. Read the enthusiastic letters which you will find printed here—samples of the kind of letters we are receiving in practically every mail. Largely through the recommendations of satisfied pupils, we have built up the largest school of music in the world.

Thousands Write Like This:

"I am delighted to tell you how I am getting on with my lessons. Everything is so plain. I had been going to a teacher for about two months and could not seem to learn a thing. But how quick I understand your lessons."—Eliza Logan, Philadelphia, Pa.

"I have already earned enough with my mandolin to pay for the instrument and the course of lessons. Have received many compliments upon my playing."—Lester Plettner, Forestv lle, Wis.

"Our little girl has been elected organist of the Junior Epworth League of M. E. Church, South, after taking your lessons—and at the age of 12 years. That is speaking well for your school."—J. G. Castle, Fulton, Mo.

"Have learned more about music and playing in the four lessons received from you than I expected to learn in six months."—U. S. Whitman, Washington, D. C.

"I am getting along better than I ever did with a teacher right with me."—Edna Brown, Springfield, Mass.

FOR BEGINNERS OR ADVANCED PUPILS

Piano	Hawaiian Guitar
Organ	Harmony and Composition
Violin	Sight Singing
Drums and Traps	Guitar
Banjo	Ukelele
Mandolin	Harp
Clarinet	Piccolo
Cornet	Trombone
Flute	Tenor Banjo
Saxophone	
'Cello	

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When learning to play or sing is so easy, why continue to confine your enjoyment of music to mere listening? Why not at least let us send you our free book, absorbingly interesting simply because it shows you how easy it is to turn your wish to play or sing into an actual fact? Just now we are making a special short-time offer that cuts the cost per lesson in two—send your name now, before this special offer is withdrawn. No obligation—simply use the coupon or send your name and address in a letter or on a post card. Instruments supplied when needed, cash or credit.

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You have often heard of others who doubled and trebled their salaries in a year's time. You wondered how they did it. Was it a pull? Don't you think it. When a man is hired he gets paid for exactly what he does, there's no sentiment in business. It's preparing for the future and knowing what to do at the right time that doubles and trebles salaries.

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and tried to ride a bike for the very first time? You thought that you would never learn and then—all of a sudden you knew how, and said in surprise: "Why it's a cinch if you know how." It's that way with most things, and getting a job with big money is no exception to the rule, if you know how.

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Without loss to you of a single working hour, we can show you a sure way to success and big pay. A large number of men in each of the positions listed are enjoying their salaries because of our help—we want to help you. Make check on the coupon against the job you want and we will help you get it. Write or print your name on the coupon and send it in today.

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Explain how I can qualify for position checked:

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.....Automobile Engineer $4,000 to $10,000	Shop Superintendent $3,000 to $7,000
.....Automobile Repairman $2,500 to $4,000	Employment Manager $4,000 to $10,000
.....Civil Engineer $5,000 to $15,000	Steam Engineer $2,000 to $4,000
.....Structural Engineer $4,000 to $10,000	Foreman's Course $2,000 to $4,000
.....Business Manager $5,000 to $15,000	Sanitary Engineer $2,000 to $5,000
.....Certified Public Accountant $7,000 to $15,000	Telephone Engineer $2,500 to $5,000
.....Accountant & Auditor $2,500 to $7,000	Telegraph Engineer $2,500 to $5,000
.....Draftsman & Designer $2,500 to $4,000	High School Graduate In two years
.....Electrical Engineer $4,000 to $10,000	Fire Insurance Expert $3,000 to $10,000
.....General Education In one year	

Name..... Address.....

(*Continued from page* 70)

my thigh-bone. This was accompanied by a high fever. I consulted a number of the leading physicians of this locality. One of these pronounced it coccygodynia, or neuralgia of the lower branches of the posterior branches of the sacral nerves. Another said that the bone which fits into the socket of the hip-joint was fractured. Still another maintained that it was a small tumor that had formed about the orifice of the rectum. A fourth declared it rheumatism. Each in turn prescribed a number of his favorite nostrums. Meanwhile the pain grew in intensity. The treatments were all without the least benefit. A few months after the swelling opened, and discharged a lot of yellow matter and slivers of bone. Becoming very much alarmed, my parents sent for a famous surgeon from Philadelphia. He said an immediate operation was absolutely necessary to remove the dead bone and to graft on a new one. By this time I was reduced to a mere skeleton. The pain was excruciating. Owing to lack of exercise I had no appetite. I was obliged to lie on my back, day and night, with my legs raised sky-high. I was completely disheartened. I felt that if I ever reached the operating table I would never leave it alive. Yet it seemed inevitable.

Just as I was about to consent to the operation, as my only salvation, a friend of mine brought me a copy of the August, 1919, number of PHYSICAL CULTURE, and read for me the article on "How Sunshine Cured my Diseased Bones," by Sol Metzger, and another article entitled "Bathe in Air and Sunshine" by Bernarr Macfadden. Though I had but little faith in the therapeutics of sunshine, I resolved to give it a trial before going to the hospital. My father improvised a sort of block and tackle arrangement near the window, by which I was enabled to elevate my afflicted thigh so as to receive the full rays of the sun. The heat of the sun at first aggravated the pain. I could endure it only for a few moments. But gradually I became accustomed to it. After a few days I could bathe in the sunshine for half an hour at a time without discomfort. After the tenth day the pain began to diminish. My hopes began to revive. Mr. Metzger advised sun bathing in the open air if possible, not behind a window or under a glass roof. It was impossible to find a place sufficiently secluded on our two by four porch or six by ten garden. But in my desperation I resolved to defy the conventions and to take the "bath" in the open air, in spite of ubiquitous eyes of neighbors and passers-by. My improvement was now more rapid. Soon I was able to walk on crutches to my room. A few days later I discarded the crutches for a cane. After three weeks of sun bathing in the open air the diseased bones began to come out in small pieces. In another week the sores began to heal. The pains were gone.

I am now strong and healthy. I still take my sun-bath every day. My friends are amazed at my "miraculous" escape from the brink of death. I have forever forsworn the use of drugs. I am now living in the country where there is an abundance of sunshine. I have organized a "Sunshine Club." There are twenty of us who take a sun bath every day.

Our bodies are as brown as those of Indians, a glowing healthy copper color. The feeling of exhilaration, the radiant good health and the ravenous appetite fully compensate for the loss of our former "beautiful" complexions. The girls are all loud in their praises of sun bathing. They realize that the rays of the sun have not only a curative but also a preservative effect. They not only cure diseases but prevent them. The influence of sun bathing is exerted primarily upon the skin. When the "hide" is once thoroughly "tanned" it acts upon the deeper-lying tissues and organs of the body. It stimulates the whole being. It increases the appetite. It quickens all the vital functions.

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HOW would you like to give that chap who thinks he's a scrapper the surprise of his life? Wouldn't it be great if you could say to him; "Come on, I'll put on the gloves with you"—and then show him some really scientific boxing?

Or suppose you are attacked, without any weapons of defense except those two fists of yours, wouldn't you give anything to know how to beat off or disable your assailant with a powerful blow or Jiu-Jitsu hold?

You can learn boxing and self defense in your own home. Marshall Stillman is the first man to successfully teach boxing by mail, and his pupils now number 14,482. Many have written saying that, after the first few lessons, they've outboxed bigger and heavier opponents. The proof of the pudding for you is that the entire course (6 books) is sent free on approval. If you keep it, you pay $5 in complete payment on the 15th of the following month. Otherwise you return the course in 10 days, and that ends the matter. But you'll keep the course, all right, when you see how good it is.

Lessons Easily Learned

The lessons are practised before your mirror. Marshall Stillman starts you with simple movements such as holding out your hand for a coin, the breast stroke in swimming, etc., and, before you know it, you are led into striking heavy blows, guarding, ducking, feinting, side-stepping, just as if you had a real opponent before you. Every move is illustrated with large pictures, and the type is large so that you can practice while you read.

Shadow Boxing

After you've thoroughly mastered the fundamentals, he teaches you shadow boxing. You learn to go through lively rounds combining such scientific blows as the Bennie Leonard Triple Blow, the Fitzsimmons Shift, the Jack Dempsey Triple Blow, etc.

Blows and Guards

Then follows the volume on "Boxing Blows and Guards." Every worth-while blow used in the ring is fully described and posed for by two experts. Following each blow is the guard for that blow. When you face your first opponent, you'll know what blows to use, when to use them, and how to guard against the blows your opponent is likely to send your way.

Daily Exercises

Marshall Stillman also gives you a complete set of daily exercises, calculated to turn flabby flesh into muscle; the "Colon Exercise," a remedy for constipation, and "Synthetic Breathing," a lung developer and aid in curing nervousness. Illustrated with 23 actual poses.

Jiu-Jitsu and Wrestling

To complete your training in self defense you're taught 15 Jiu-Jitsu holds and 8 holds in standing wrestling for use against violent attack—how to disarm an opponent with pistol, dagger or club, how to release a strangle-hold, etc. This book alone contains 54 illustrations.

Mass Boxing, Training, etc.

There's an illustrated article on Mass Boxing, showing how Y. M. C. A. Physical directors, Army instructors, etc., can teach boxing to large masses of men—an article on training—an article on mental, moral and physical development, with a short criticism of sports such as baseball, football, swimming, tennis, etc.—a copy of the International Sporting Club Boxing Rules.

Illustrated History of Boxers

The course includes a history of 69 great boxers with their pictures. Describes their style, tells what made them famous, their principal fights, etc. In other words, Marshall Stillman has done his best to make the study of boxing interesting as well as beneficial. The fact that there are 246 illustrations in the course will give you an idea of how complete it is.

Plenty of Time to Pay

Remember, send no money—we send the books free on approval. And remember that if you decide to buy the course, you have till the 15th of the following month to pay. So mail the coupon now to Marshall Stillman Association, Suite A-203, 461 Fourth Avenue, New York.

Book I Contains

32 illustrations. Teaches how to hit straight blows, swinging blows and cork-screw blows, guard, duck, feint, clinch and how to use foot work. Mass Boxing, illustrated, for use in teaching boxing to large masses of men.

Book II Contains

35 illustrations, posed for by two experts. Contains every worth-while blow used in the ring. The description of each blow is followed by the guard for that blow. Also gives the fine points on feinting, ducking, clinching, breaking ground, judging distance and timing.

Book III Contains

35 illustrations. Shadow boxing, combining such blows as the Bennie Leonard Triple, the Fitzsimmons Shift, the Miske Twist, the Jack Dempsey Triple, the Mike Donovan Double Blow, etc. Complete instructions on how to train, with questions and answers. The International Sporting Club Rules of Boxing.

Book IV Contains

A complete history of 69 of the greatest fighters and boxers, 66 illustrations, including ring-side views of the Carpentier-Beckett fight, the Willard-Dempsey fight and the Johnson-Willard fight. Tells the favorite blows used, what made the fighter great, his peculiar habits, etc. An article on Ring Psychology, and a list of the heavyweight champions from 1790 till now.

Book V Contains

Daily exercises and home development, 32 illustrations. 6 sets of muscle building exercises, the Colon exercise for curing constipation, and Synthetic Breathing, a remedy for weak lungs and nervousness. An article on sports such as baseball, football, tennis, polo, etc. Advice on how to walk, how to run, how to breathe, etc.

Book VI Contains

Jiu-Jitsu and Wrestling. 53 illustrations. Shows how to subdue an opponent with a dagger, pistol, club, how to break a strangle hold, the Stecher Scissor Hold, the standing crotch hold, etc.

Read These Letters

"I think that your course is wonderful from start to finish. Each hit, guard, feint, block, etc., is pictured and described so simply that a child can learn. When I started in I thought the rules simple and would never get anywhere, but first thing I knew I was hitting and guarding correctly. I used to box with a fellow, but now it is a hard job to get him to 'put them on with me.' He says 'What's the use, I can't hit you.' Due to the guards and ducks I learned from you I can now hold my own."

SIDNEY A. SMITH,
Canterbury, Conn.

"I have been studying your course three months. I find that I was only half alive before I began the study of boxing. The exercises are grand from a physical point of view, and I feel better in every sense of the word. I do not tire or fag half so easily."

J. L. BRAND,
Motor Route A, Houston, Texas.

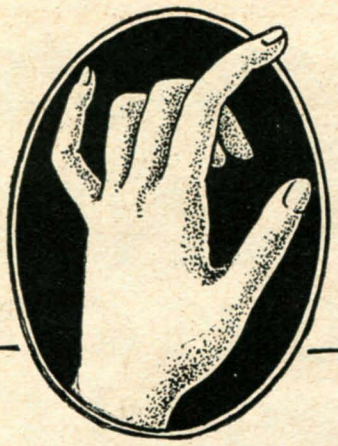
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You may send on approval complete course in Boxing and Self-Defense as described above. I have always been faithful in paying my obligations and I give you my pledge that you may feel safe in trusting me as agreed and that I will either return the course in 10 days after receiving it, or remit $5 (Canada, $6; foreign countries, $7) on the 15th of following month.

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Perfect muscular development means ease in working.

Training of that development makes routine work so automatic that weariness is unknown. Given the right development and correct training, any muscular work becomes easy.

Properly relate that development and training to the mental processes of your work and you become an expert.

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Shall State Medicine Enslave Us?

(*Continued from page* 47)

There are now in active practice in the United States, including Christian Scientists, about 40,000 Drugless Practitioners, and there are about 30,000,000 intelligent people who believe in drugless therapy. This law would: First, deprive these millions of good citizens of their inalienable right to select the doctor of their choice. Second, it would make criminals of all those who undertook to practice any system except that prescribed by the old orthodox school. Third and above all, it would force the U. S. Government which has always stood for Justice and lofty ideals, to prosecute at public expense, all of her noble sons and daughters, outside of the medical cult, who attempt to minister unto the sick and the suffering. In other words, the Government would levy a tax on over 30,000,000 good people, who want drugless therapy, and then spend this money to deprive these same people of their right to have drugless therapy. A meaner conception than this was never born in the brain of man.

The American people love, respect and obey law only because it establishes justice between man and man. When law establishes injustice, it is hated and discarded. This is called *Anarchy*.

The only way these pernicious bills can be prevented from becoming laws is to make every Congressman and every Senator in Washington fully acquainted with their true intent and purpose, and *this we must do*, and in this, my dear reader, you can help us. If you believe in Justice, Liberty and the right to choose your own health adviser, write to both your Congressman and your Senator a letter about as follows.

"The Medical Doctors will introduce before this Congress a bill or several bills to create *A Federal Department of Health*. These bills are ingeniously drawn. Their true purpose is not to conserve the public health but to give the medical doctor an absolute monopoly in the field of treating disease, and incidentally to make treatment by any system of healing except their own, a Federal crime.

" 'To conserve the Public Health' or 'A Federal Department of Health,' are high sounding titles, and if they gave freedom to all who could relieve suffering, save life or contribute to the public health, they could well be passed. But when they put every man, woman and child in America under the control of one school of doctors, who, by the way, cannot conserve their own health, for they are frequently shorter-lived than their patients, then they violate the laws of Justice and the spirit of our Constitution.

"Won't you read these bills carefully and vote against them?"

A Great Chiropractic Victory

Inasmuch as the problem of medical freedom is primarily a political issue, all schools of drugless healing may very profitably learn a lesson from the recent political victory of the Chiropractors of Oklahoma, as related in an article in "Printers' Ink," of November 27th.

Incidentally, this article is a startling revelation of the underhand political means to which the medical profession will resort in the effort to gain its ends. Fortunately, it happened that the Chiropractors were too clever for their enemies, accomplishing by advertising and publicity methods an overwhelming victory at the polls. We can do no better in this instance than to quote the article from "Printers' Ink":

"When Oklahoma went Republican November 2, politicians of both camps began to 'explain.' But a fiercer battle than mere party politics raged immediately preceding election. Victors and vanquished agree as to the 'why' of that outcome. Oklahoma went Chiropractic November 2 as the direct, logical result of an intensive advertising campaign in which Old Man Psychology and Advertising Good-Will played a leading part.

"Two years ago the Oklahoma legislature passed a measure requiring chiropractors to stand examinations in surgery and a number of medical subjects. Chiropractors claimed the bill unfair, since they neither study nor use medicine or surgery. They took the bill to the people on petition to delay its operation till a referendum could be held. The petition carried. The State registered an avalanche of 'noes'; that is, it was decided that the bill should not become a law until a referendum was held.

"Chiropractors believed their battle won and gave it no further thought. They used space regularly, not for or against the bill, but to further their profession in a general way. They were consistent advertisers. Also they built for themselves a foundation of advertising good-will that supported them solidly in the hour of need.

"The first move of the opposition appeared about twenty days before election. Five unpopular measures were to go before the people on referendum. The proposition to outlaw chiropractors was one of them. Each bill had been passed by the legislature. Each had been held up on petition. It was a foregone conclusion that each would be defeated November 2 with a mountain of 'noes.' The accepted manner of presenting such propositions on referendum to Oklahoma voters is to

(*Continued on page* 76)

APPLIED PSYCHOLOGY

("Organized Common Sense")

Will Increase Your Earnings

ANOTHER MAN started even with you in life, no richer, no more talented, no more ambitious. But in the years that have passed he has somehow managed to move far ahead. What is the secret of it? Why should he, apparently, have the power to get so easily the things he wants while you must work so hard for all that comes to you?

Another woman, madam, no more able than yourself, has the good gifts of life fairly thrust into her hands. You have compared yourself to her and questioned what there is in her character and talents that you somehow lack.

The Scientists Can Tell You the Reason

It is no secret from them. Put in simple terms it is merely this: *Men and women succeed by using their hidden powers to the best advantage and by employing the minds of other men and women in their service.*

Human intelligence acts and reacts according to certain laws known as the laws of Psychology—"organized common sense." Either by instinct or by study some individuals master these laws. To them the minds of their associates become like fine instruments on which they can play at will. They have but to set the train of circumstances moving and await the result. In other words—*they apply Psychology.*

No Longer the Dream of Theorists

To-day we see Psychology studied by the business man and its principles applied to the managers of factory and office. We see it adopted by military and naval authorities and used in appraising and developing men. We see it accepted by great universities as a basis for entrance examinations and a means for increasing mental caliber. We see men in every profession, as well as those in many lines of industry and business, applying Psychology to their personal occupations, and from the benefits derived from it greatly increasing their incomes, enlarging the scope of their activities, rising to higher positions of responsibility, influence and power.

The Direct Method to Win Mental and Material Success

Recognizing the need for a popular understanding of its priceless truths, an organization was founded by Mr. Warren Hilton some years ago to co-ordinate the principles of Psychology and apply them to every-day life—thus the Society of Applied Psychology came into being. Among the members of the Advisory Board who also contribute to the literature of the Society are such well-known men as Henry A. Buchtel, D.D., LL.D., Chancellor, University of Denver, former Governor of Colorado; Hudson Maxim, D. Sc., Inventor and Mechanical Engineer; George Van Ness Dearborn, M.D., Ph.D., Psychologist and Author; John Clausen, Vice-President Union National Bank, Seattle; Harry S. Tipper, Chairman, National Educational Committee, Associated Advertising Clubs of the World, and others.

Because of the very great value of the Society's Basic Course of Reading to the average man and woman, The Literary Digest is co-operating to bring it within the means of every earnest seeker for self-betterment.

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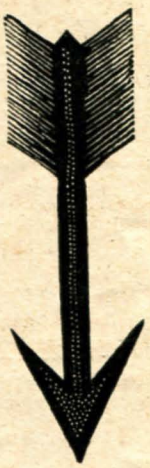
"I have always been under the impression that psychology was a 'dry-as-dust' study that required months and years of careful research, and you can imagine my surprise in reading the first three volumes of your course to learn how explicit and concise everything has been made. To me the perusal of these books is as much a pleasure as reading an interesting story, and the principles set forth are so easy to apply in every-day life. $500 would not tempt me to part with these books."—C. M. Dornburg, Wholesale Furniture, Oakland, Calif.

Only Practical Course of Reading in Psychology

W. E. Clarke, Wholesale Merchant, Owensboro, Ky., says: "For some years I have been interested in the science of Psychology and have read works on that subject by McCosh, James, Munsterberg, Prince, Jastrow and others, and fascinating it was, too. I have also read and am now studying your Basic Course of Reading. It is, in my opinion, the only time that the problem as a practical, workable proposition has been approached from the right direction."

"Should Be Introduced in Every Home"

Dr. S. P. Sesmer, of Newcastle, Ky.: "These books should be introduced in every home. They explain Psychology in a concentrative form and in such easy language as to be understood by every one who knows how to read. Personally, I would not part with them for any money, as I can apply the scientific suggestions given to the greatest advantage in my every-day practice."



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A Booklet showing how Psychology has been reduced to easy, simple language; no college education necessary to understand and apply it—How you can greatly improve your present occupation or find a better one—Large rewards come from a knowledge of Psychology—The use of Psychology in the Army, the Navy, in civil life—How to apply Psychology in salesmanship; in public speaking; in retail selling; in the professions—Attainment of mind control—Source of will power—How to avoid worry—How ideas are created—Mental concentration—Five exercises for developing observation—How habits are formed and broken—Words that create desire—How to develop financial foresight—The ability to read men, etc.

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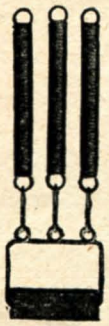
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Position GUARANTEED AT $110.00 a month or more to start, expenses PAID. Otherwise fee is returned to you. Splendid opportunities ahead. Write for Free Booklet D-510.

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KING INSTITUTE, EG-160, Station F, NEW YORK CITY

HOW TO STAY YOUNG

Newly Discovered Laws of Human Life Conserve Your Vitality, Vim, Vigor

Don't think that you've read "something like it" or "just as good." Every new reader says IT BEATS ALL. Particulars free.

LIBERTY PUB. CO., Sta. D, Box 4022, Cleveland, O.

Yes, we stand back of any ad. you see in PHYSICAL CULTURE.

THE MORNING DRINK OF FRUIT-VIGOR BRINGS HEALTH

The kind of health that needs no physic, pill, oil, mineral water, internal bath or enema. Gives relief, comfort, energy or money back.

Write for Further Information

STEWART FOOD CO., 102 N. First St., St. Louis, Mo.



Sleep Outdoors

In your own bedroom. Wise Window Tent makes it easy, convenient and comfortable to do so. *For sale by*

CABINET WINDOW TENT CO., R-4, DAYTON, OHIO

(*Continued from page 74*)

print on the ballot the gist of the bill followed by:

Shall the Amendment be Adopted?

No ☐

Yes ☐

That makes it perfectly clear. If the voter favors the proposal he votes "yes"; if opposed, he votes "no."

Imagine, then, the amazement of chiropractors when they learned that the regular form would not be followed in presenting the Chiropractic bill! Each of the other four was to be stated in the regular way, while theirs was to read:

Shall the Amendment be Vetoed and Rendered Inoperative?

Yes ☐

No ☐

Stated that way it took a vote "yes" to mean "no." A vote "no" would mean "yes"—having in mind the time-honored plan of taking referendums. Completely to sew up the situation, "Vote 'no' on the Chiropractic bill" had been a two-year slogan in Oklahoma.

The "Forks of the Creek," or the rural districts of Oklahoma, were strong for chiropractic. They had voted "no" almost to a man on the petition, and could be depended upon to repeat the performance on referendum. But now, with only a few days in which to reach them, their well-meaning "noes" would spell utter annihilation for chiropractic. To make matters worse, the rural routes were clogged with bales of political advertising and masses of direct-by-mail literature. Forms on the two State farm papers closed within three days. The chiropractors' job was to reach the farmers in such a way as to get immediate attention, interest, conviction and action plus. Anything short of that meant defeat.

And then Old Man Psychology landed with a whoop!

"You know," he said, "when one rural phone rings everybody else 'listens in.' That's rural psychology. Use it! Tell your story in half-page farm paper space. But don't stop with that. Tell your readers to *telephone the advertisement to their friends.* While John is telephoning Bill, five miles away, everybody else on the line will be getting the message. Next day Bill will phone Jim—on the same line. And the folks that 'listened in' the day before will get the message again. There are five days between the time your papers hit the rural routes and election. Use that psychology and keep the wires hot until election."

Did it work? It is conservatively estimated that every rural telephone subscriber in Oklahoma got the message not less than twice in those five days; many subscribers heard very little else. Old Man Psychology landed with a wallop and rang the bell a thousand times a day.

And then the opposition took notice. It hadn't counted on those telephones. The people were being aroused by advertising.

The favorable sentiment must be stopped. But how? By advertising? Shades of Hippocrates!

But hold! The opposition would advertise and still preserve its ethics. The rural districts were hopelessly lost. That much it admitted. But it would concentrate on the towns and cities. It would advertise in the dailies. It would pay for the space. It would write or have written its side of the controversy and put out the advertisements unsigned.

Day after day, year after year, chiropractors had been before the public in the newspapers. The public, even that part wedded to medicine, knew them—as advertisers. And now some unnamed opponent appealed from ambush to that same public to take his word against that of consistent advertisers. Advertising good will for the chiropractors? It was here, there and everywhere. It intensified with each fresh attack.

The opposition, still unnamed, then announced through the newspapers that chiropractic is, indeed, the practice of medicine. It landed heavily with a certain class of readers by depicting chiropractors as "untrained."

That hurt. Old Man Psychology sprang into the ring again.

"Print the subjects that chiropractors study in their three-year course," he said; "your readers won't understand the subjects. Certainly not! But that very fact will impress them. When they see that chiropractors wade through as many 'ologies' as medical men they'll concede that no 'untrained' person could master such a course."

So that was done. It put on the finishing touches and sewed up the opposition in the towns and cities. It is doubtful if one per cent. of readers even tried to decipher the three-year outline of chiropractic studies. But they saw that formidable array of "Splanchology," "Symptomology" "Subluxation," etc., and thereafter smiled knowingly when the opposition said "untrained."

And the chiropractors won, hands down. In an uneven fight, they piled up a record vote. There's no question about why they won. Each of the five unpopular amendments was killed despite the fact that to annul them it was necessary to vote "no" on four and "yes" on the Chiropractic bill. Without the help afforded by advertising in teaching the public, "no" would have carried on all five.

How to Test Your Strength, by A. L. Roberts, intended for this number, was crowded out and will be published instead in the April number. A review of the developments in the strong man controversy, with correspondence, containing the opinions of various strong men, will also appear in April, although announced for this number.

$40 a Week





$230 a Week

Will It Pay You to Switch Jobs?

This Amazing Story May be the Key That Will Open a New World to You—And Double or Triple Your Pay

SOMETIME ago a friend of mine switched jobs. He is still the same man—has the same talents—but now he easily earns $190 a week more!

Here is how it came about: My friend, Joe Wright, was sitting gloomily at his $40 a week desk one day and was trying to size up himself—and his job.

He was a "complaint correspondent," and he realized miserably that he wasn't making good in his position. He had written an untactful letter that had "rubbed a customer the wrong way" and caused him to cancel his order—a big one too.

The manager had been very sharp with Joe about it—and said he was "exasperating beyond words." As a result he didn't feel secure in his job.

On leaving high school Joe had taken a clerk's position and had finally drifted into a correspondent's work. In five years he had never earned more than $40 a week and had changed jobs several times—always "by request." And now he felt that his days on the payroll of this particular company were numbered. He was discouraged; he began to feel like a failure.

In the Wrong Work—and Didn't Know It

The whole trouble was that Joe was in the wrong work and didn't know it. He had labored faithfully and tried to succeed. But his efforts did not advance him for the reason that his own natural talents were not utilized.

The worst of it was that Joe knew very little about his *natural* abilities, and nothing at all about where to find a job to fit him. It had never occurred to him that there was any way to get *out* of the wrong job—answering complaint letters for a clerk's wages—and *into* a position where he could use his natural abilities—at the large salary of an executive. In fact, he didn't know what his real talent was!

Joe was just like most fellows; he had drifted into his present work without ever having his natural talents really analyzed. He had as much chance of a successful voyage as a ship without a rudder, compass or chart!

And to think that all the time he had been wasting in his small-pay job, his splendid God-given talents were there—waiting to bring Success, Wealth and Power in the line for which he was by nature fitted.

While Joe was anxiously considering whether he should leave right away, and hunt a new job as correspondent, or wait until he was fired, his telephone rang.

It was Jimmy Whitlock, one of his old High School chums. Joe thought it would cheer him up to talk to Jimmy, so he agreed to go out to lunch with him.

How Wright Got Measured For a Big Pay Job

Jimmy was bubbling with news. He had just returned from his first trip for his new firm. He told of the job he had landed—as the representative of a large corporation.

"I enjoy this job every minute and there's a big future in it for me too," said Jimmy. "I am making more money now than I ever dreamed of—$200 a week—and I've only just begun!"

"What ever made you think of trying for that job?" Joe inquired.

"That's the remarkable thing about it," said Jimmy. "I should never have thought of it myself. I always thought this kind of work was beyond me. I didn't dream I was cut out for it. I was pounding along at my routine job, and I was getting pretty discouraged, because I wasn't getting anywhere.

"Then one day I read of an institution established to guide young fellows in choosing the careers that are best suited to them, and, to make it short, I wrote, found out more about it, and enrolled with the Bureau of Vocational Guidance.

"They enabled me to go into my case very thoroughly—to examine my mind, my tastes, and abilities as carefully as a life insurance company does a man's heart, lungs and so on. In the end I was recommended to develop my unsuspected ability. I was shown the opportunities for young men in this line and shown how to get into it. I did get in—I've got the first job I ever felt I really was cut out for—and I'm already making over $10,000 a year."

Joe left Jimmy with a lot of new courage and hope, and that night, he, in turn, wrote the Bureau of Vocational Guidance in Chicago for full particulars of their service.

In a few days he had the key to a successful career in his hand—and with it he unlocked, one by one, the doors that had always seemed shut so tight against his progress.

A wonderful work called "Success by Vocational Guidance" instantly showed him why he had failed so wretchedly at answering complaints, and, best of all, pointed out how he could make his *natural* abilities work *for* him instead of *against* him.

It Turned the $40 Correspondent Into a $12,000 Executive

In much less time than Joe spent as a business failure, he rose to a big executive position in another line at a salary that is now $12,000 a year.

The natural abilities which fitted him for great success in his new, *scientifically selected* position, won him quick recognition.

Hundreds of Other "Misfits" Have Succeeded Amazingly Too

If Joe Wright hadn't heard of the Bureau of Vocational Guidance he probably would still be only a mediocre "misfit" employee—in a subordinate position, uncertain of a permanent place, and worried about it all the time.

The same thing is true of the hundreds of others. For example:

An unhappy "misfit" bookkeeper discovered, with this priceless help, that he was qualified to become an excellent, successful lawyer. He increased his income from a paltry sum to an average of $11,000 a year. A young man who had drifted uncertainly into salesmanship discovered that he had in him the makings of a high-salaried traffic manager. He makes $8,000 a year now with a big hardware firm. A young fellow who was being wasted as a mechanic found himself wonderfully well adapted for a high-pay job as a Production Manager and Efficiency Engineer. His income had leaped over 400 per cent—from $45 a week to $180 a week. The list of men who have increased their earning power from 100 per cent to 400 per cent by a change of occupation, under Vocational Guidance, would fill several pages as large as this.

Examine "Success By Vocational Guidance" FREE

This great work, that has lifted so many misfits from the ruts of routine jobs into the vocations where their natural talents make success sure and easy, and where their incomes are in the five-figure class, will be sent to *you* wholly on approval. Send no money. Merely jot your address on the coupon and mail it today. "Success by Vocational Guidance" goes to you immediately, prepaid. Keep it five days. Then if you think that you can afford to be without it, send it back and you owe nothing. But if you find that it throws the big Searchlight of Certainty upon your road to Success, eliminates guess work in finding the job you are best fitted for, and makes the way to promotion and multiplied pay too plain to miss, send only three dollars in full payment.

It costs you nothing to examine "Success by Vocational Guidance"—and it may eventually make you rich. Fill in and send the coupon now, while this remarkable offer remains open.

Bureau of Vocational Guidance
Dept. 13, 30 N. Michigan Blvd., Chicago, Ill.

BUREAU OF VOCATIONAL GUIDANCE,
Dept. 13, 30 N. Michigan Blvd., Chicago, Ill.

You may send me "Success by Vocational Guidance" on approval, all charges prepaid. I will either remail the work to you within five days or send three dollars in full payment.

Name

Occupation Age

Street

City State

Phys. Cult. 3-21

LIVE *and* ENJOY

I'll Show YOU the Way

Mere Existence Means Nothing

Turn sympathy into admiration. Be a real man, able to accept every opportunity with the assurance that you will come thru with colors flying. Benefit greatly in mind, body and affairs, the same as thousands of others, by practicing Matysek's

Muscle Control Course

Which Sells for But $2.00

It is the scientific system of control of all the physical functions. You can cure yourself of any functional disorder. You will be independent of all medicines and drugs which you know cannot bring health and are always debilitating. When physicians fail in getting results they suggest Matysek—the Maker of 100% Men.

A "Body Beautiful" Maker

Thousands of men say this course is the surest and quickest "muscle bulging out" stimulant. A curative system of exercises that produce really athletic men with graceful outlines full of strong personality.

These exercises are the CHIEF SECRET of why I am growing despite my age, each day stronger and better developed, as well.

Course Consists of

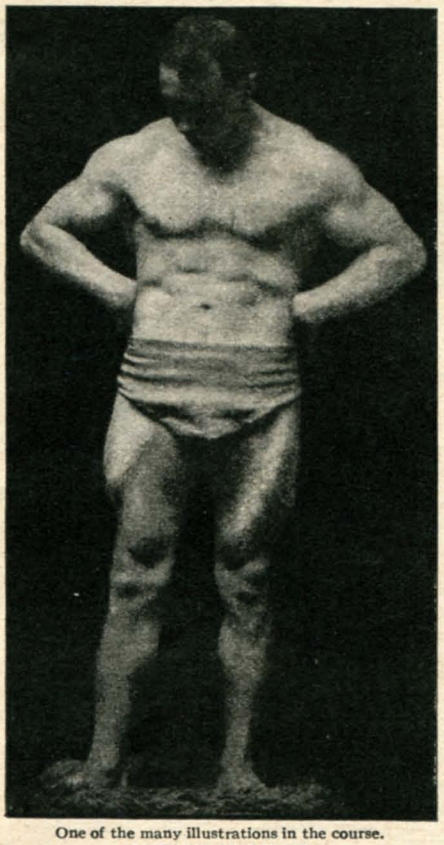
Two handsomely finished charts containing twenty-one beautifully produced pictures of myself, many of decidedly larger size than the above specimen, showing every detail as to how to perform the movements with absolute correctness. The instructions are in book form and "straight from the shoulder" such as only an expert who went thru the mill himself could ever possibly produce.

Some Subjects Are

How to quickly make respond the inactive bowels, easily correct the rounded shoulders, in no time expel the bothering gas out of the stomach, promptly chase away the staleness of the body, strengthen the nerves and internal organs, easily overcome the bodily abuse, efficiently strengthen the sexual organs, control every muscle of your body, store up energy for feats of strength, also: Complete relaxation and contraction — Effective breathing— the best way to arouse your inactive nerves—creation of better blood circulation—easiest way to increase your chest circumference —the famous shoulder blade control—how to thicken the shoulders —how to learn the art of making your shoulders supple from only three days practice—development and control of the neck muscles—spreading of the back—depression of the abdominal muscles and wall —control of the pectoralis (chest muscles), the biceps, triceps, thighs, calf and all other muscles —how to train the abdominal regions to be immune from rupture —how to master correct posture— simple yet positive cure for insomnia—how to pose for good pictures—Advantages of perfect co-ordination of muscles and mind thru concentration which brings success and all the good things that go with it, and many other vital pointers you need every day, too numerous to mention.

Let My Muscle Control Exercises Mold Muscle On You Quickly and Solidly!

Only ten minutes a day, in the privacy of your own room, solves any case. I know that in less than five days your efforts will be realized to a most surprising extent. If you are already training on some good "system" these Muscle Control exercises will force your progress to be 100% faster! If, however, you do not exercise, then for your own sake and own happiness, start building yourself up into a *real man*. Do not merely drag on.



One of the many illustrations in the course.

ANTONE MATYSEK

the muscular phenomenon, the man who is offering to place you on the energetic strong man map. When you find your place on this map you will always be full of pep, ambition and joy. You will be a REAL MAN and then will achieve your chief aim!

You Can Well Afford It. Costs But $2.00

I guarantee quick results and absolute satisfaction or money back. My honest reputation proves that I am no quack. Come, Friend, let me help you! I will place you on the real road and show you the main secret that helped me to get what I longed for and now certainly possess. In addition you have the privilege to ask any questions pertaining to your physical training to which I give personal attention. This alone is worth the $2.00. Avail yourself of this splendid offer right now, for in the future it may be withdrawn. You will be the envy of your friends. Learn how to get the most out of yourself. It is easy and YOU CAN DO IT! GET STARTED RIGHT — RIGHT NOW. Simply tear off the coupon below, mail with but $2.00 (Canadian and Foreign orders $2.20), and leave the rest to me.

Attention

Every reader of PHYSICAL CULTURE Magazine is earnestly requested to purchase this course, as the truly wonderful benefits it is bringing thousands of men and women thruout the world has prompted me to sell it at practically no profit so that YOU and every one else may enjoy Life at its Best.

PROF. MATYSEK

Muscle Control Dept. 304, 523 N. Charles St., Baltimore, Md.

Detach and mail NOW while it is on your mind.

PROF. MATYSEK, Muscle Control Dept. 304,
523 N. Charles Street, Baltimore, Md.

I want bulging muscles and yet I want them to have fine outlines. I desire to increase my strength, my internal activity, my energy, my manly powers. I want to be more than I am now and I want to achieve my "chief aim" in a short and efficient manner. For these reasons send me your wonderful Muscle Control Course, illustrated with 21 high grade pictures of yourself. If I am not completely satisfied, my money will be promptly refunded if course is returned within 48 hours.

Name.....

Address.....

City..... State.....P.C. 3-21

Publisher's Notice—The above statements are guaranteed to be entirely truthful.

Questions from Health Seekers

Answered by Bernarr Macfadden

Loss of Appetite

I. E.—The quickest and most effective remedy for loss of appetite is complete fasting. Sometimes the plan of one meal per day will answer, although that might be regarded as a partial fasting regimen. The fact that sleeplessness, indigestion, constipation and difficult breathing are accompanying symptoms, indicates that you are badly run down. Therefore, another solution of the problem in your case would be to go camping, or otherwise to live an outdoor life. In this way you will sleep better and with better sleep will come appetite, especially if you live entirely in the open air, including outdoor sleeping. Try this in conjunction with long walks or other outdoor work or outdoor exercise, and if you have the tenacity to stick to it, you can depend upon an absolute cure, not only of the loss of appetite, but of the other symptoms. Is it worth while?

Milk Diet for a Workingman

BROOKLYN.—If it is utterly impossible because of your work to adopt the usual exclusive milk diet, that is, taking one glass of milk every half hour, then the best plan in your case would be to try to consume four or five quarts of milk by using a quart or more at each meal, and again at bedtime. Use this milk in conjunction with fruit and possibly a little whole wheat bread. This would make an ideal diet and would undoubtedly enable you to gain weight.

Bicycle Riding

L. C.—I would regard bicycle riding as an excellent exercise for constitutional purposes. It could hardly be regarded as a good exercise for general development. Indeed it would be of very little value from that standpoint. A constitutional exercise is one which takes one into the open air and through more or less prolonged moderate exercise gives one increased heart and lung action. Walking is most commonly spoken of as the ideal constitutional exercise, but if one finds more pleasure on a bicycle, then that would naturally be preferred for this purpose.

Reducing the Abdomen

C. L.—The fact that you have had two children should not interfere with your success in reducing the abdomen if you use satisfactory exercises for this purpose. However, two things are necessary. The first is proper carriage. If you carry yourself erectly, as when walking on the toes, the abdomen will be drawn inward and upward naturally. If your carriage is slouchy it will naturally sag. Then in addition to good posture such exercises as lying on the back and raising the legs or raising to a sitting position, will be very effective. Wearing a corset will tend to produce such a relaxed condition of the muscles and tissues as ultimately to increase the enlargement of the abdomen.

Catarrh of the Stomach

A. W.—For catarrh of the stomach any diet or treatment of a cleansing character should be beneficial. This might include fasting, which is the greatest cleanser and renovator of the human system, or it might consist of a "cleaner" diet, that is, one including more green food, more fruit and more vegetable matter with the "roughage" necessary to keep clean the alimentary canal. The most practical and immediate results will be found through literally washing the stomach by drinking plentifully of water, particularly hot water. One or two quarts of water, taken

(*Continued on page* 80)

TWO INCHES IN ONE MONTH

That is my Guarantee

I will increase the size and development of your chest at least two inches in 30 days. Sounds impossible, doesn't it? Well come on and make me prove it. And what's more I will enlarge your arm and your neck at least one full inch in the same length of time.

Seek Proper Guidance

By following my instructions you are bound to receive these benefits and a thousand more. Anyone can give you a series of movements to go through every day. But will it get you anywhere? I have made this my life work. As a doctor prepares himself in the study of medicine and its effect on the vital parts of your body, so have I studied the human anatomy and the benefits derived from various forms of exercise. I do not promise to cure disease, but I absolutely will prevent it.

The Man Who Knows

Tex O'Rourke is one of the best authorities on physical culture in the world today. He has trained more world champions than any other. He knows every training device worth while and he says "Earle Liederman has absolutely the best." Charles Atlas, known throughout the country as one of the strongest men ever produced, gives full credit to Earle Liederman for his present condition.

Is The Best Too Good For You?

What you want is a perfect physical development and you want it in the quickest time possible. That is what you get from my course. And with it you build up a condition of health which makes you fit for any position in life. I will broaden your shoulders, deepen your chest, develop your arms to an enormous proportion. But I will also strengthen every vital organ so that you will feel the vim and pep of youth and have the buoyant spirit and flash of eye which shows a clear active brain and a perfect functioning body.



Earle Liederman,
203 Broadway, New York City.
November 19, 1919.

Dear Sir:

I have recently had occasion to thoroughly investigate your splendid course, and I believe that in departing from the old time-worn methods you have worked out a system which is equalled by none.

I have found several of your original exercises to be remarkably effective. There is no reason why anyone following your instructions should not rapidly attain perfect muscular development and abounding health.

Accept my congratulations, and my best wishes for well merited success.

Very truly yours, TEX O'ROURKE.

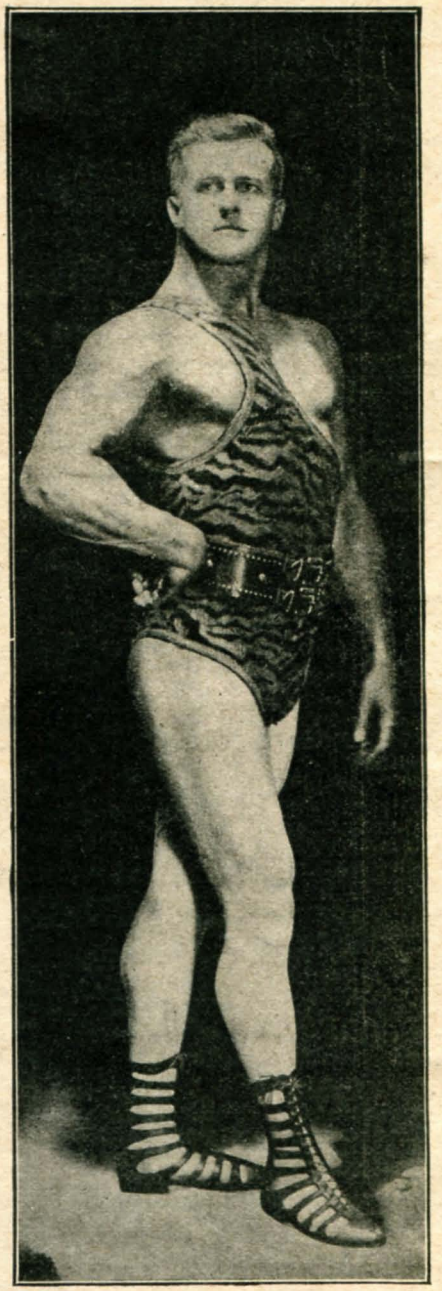
Come Then—Let's Get Busy

I've got it. It's yours for the asking. Don't hesitate. Join the army of strong men who are doing the big things in life. It means both business and social success to you. It means self-confidence, abounding health and the full pleasures of life. Make me prove it! I like it.

Send for my New Book—

"Muscular Development"

It is FREE!



Latest Photograph of Earle E. Liederman; Taken Oct. 10, 1920

It tells the secret and is handsomely illustrated with 25 full-page photographs of myself and some of the world's best athletes whom I have trained, also full particulars of my splendid offer to you. The valuable book and splendid offer will be sent you on receipt of only 10 cents, to cover wrapping and mailing. Sit right down now and fill in the coupon. The sooner you get started on the road to health and strength, the easier it will be to reach perfect manhood. Don't drag along one day longer—mail the coupon today.

EARLE E. LIEDERMAN

Dept. 52, 305 Broadway, New York

EARLE E. LIEDERMAN,
Dept. 52, 305 Broadway, N. Y. City.

Dear Sir:—I enclose herewith 10 cents, for which you are to send me, without any obligation on my part whatever, a copy of your latest book, "Muscular Development." (Please write or print plainly.)

Name.....

Address.....

City..... **State**.....



Get more out of life —be a *physical success!*

BECOMING physically fit is no longer a tedious task. I have discovered a way that makes it *interesting*. My instruction on phonograph records—*with music*—supplies an incentive that is *irresistible*. Take the first lesson free and you are *bound* to finish my course—with 100% results.

My advanced course in body-building is practical, and positive. It gets complete results in two months, because *it holds your interest*.

I don't train athletes, but business men who want bodies that measure up to their brains. I put you in physical shape to really *enjoy* work; play *hard*; eat and sleep as you used to. You'll feel the difference *within a week*.

Not one man in a thousand succeeds without health

Success in life—even material wealth—depends on bodily efficiency. Brains alone are no match for energy and endurance. It's *driving-power* that counts, and I offer the one certain, speedy way to develop it.

You spent years developing your brain. Give your *body* a chance, and two short months will *double* your capacity for doing things—and enjoying them.

What my course *is* and *does*

I have no books. Strength and staying powers are not acquired through reading. Nor have I any subtle theories. My lessons on personally dictated phonograph records give you actual physical work-outs of 15 minutes daily, at home. I tell you what to do, and just how to do it. My own voice directs every move. I give you photographic poses of all positions.

The work is intensely interesting, and the music makes you do it. Every lesson seems too short—leaves you eager for the next. And results come surprisingly quick.

My course builds up the man who is pathetically thin; reduces those distressingly stout. It brings about a *normal* condition, with self-respecting strength. I'll make you a better man in every sense; a better business man; a better husband.

I accept no money in advance

—which should convince any business man that I have something worth while. I'll give you the first lesson *free*. If three days' demonstration does not cause you to enroll for the complete course, return the lesson—with absolutely no further obligation.

Use coupon. Please mark each item that describes your condition; my instruction is individual.

WALLACE, 184 W. Jackson Blvd., CHICAGO

Send prepaid, in plain wrapping, record for free lesson, prices, terms and complete information. I will either send enrollment for complete course with first payment of $5 or return your record within 3 days.

☐ Too thin ☐ Too stout ☐ Constipation ☐ Indigestion
☐ Nervousness ☐ Insomnia ☐ Sluggish circulation
☐ I am interested in keeping fit

Name.....

St. & No......

P. O......*State*.....

NOTE: Wallace's work in health building has been remarkably successful. His establishment in Chicago is the largest of its kind, but in this form his personal services are made available to all.

(*Continued from page* 78)

one cupful every five minutes, the first thing every morning will produce a very marked improvement, both in the way of appetite and in freedom from disturbing symptoms.

When Milk Diet Fails

Mrs. H. H. M.—It is not surprising that you did not have success with the milk diet, in view of the fact that you say you consumed between seven and eight quarts of *skimmed* milk. We don't know where you secured the advice to use skimmed milk instead of the natural whole milk, but would remind you that the cream in the milk in the proportion in which it is normally furnished, is an absolutely essential ingredient, not merely because your system needs the fat contained in the cream, but particularly on account of the vitamines that are to be found there. Use natural, whole milk, including the cream, just as it comes, fresh and unpasteurized. If you will try the diet again on that basis, you will probably have success. It may be necessary for you to use a certain amount of orange juice or diluted lemon juice if the milk diet seems to have a tendency to cause biliousness.

Dancer's Sore Toe

M. M.—If you are having trouble with the joint of your great toe as the result of your ballet work, standing on your toes, it would be better to give your feet a rest of a few weeks. To continue dancing on them under the circumstances would mean perhaps serious inflammation. A rest will bring about recovery, and you will probably find the bones and ligaments stronger than ever. Your toe-dancing should not materially increase the size of your feet. They will naturally grow more muscular, but the bone structure and general frame of the foot will be scarcely if any enlarged. Dancing has often remedied cases of deformed toes and weak arches.

Swimming as an Exercise

D. J.—There is probably no one exercise in the world that uniformly exercises every muscle of the body, but there are a number of sports which will exercise practically all of the muscles of the body to some extent. Among these, swimming is one of the most satisfactory. All of the muscles of the body, from the arms to the toes, are more or less involved in the modern methods of swimming, and for this reason you never see a person who has done a great amount of swimming who is not symmetrically developed. It is quite probable that Annette Kellerman owes her perfect figure almost exclusively to the fact of her extensive swimming early in life. There are many sports that have great development value. Wrestling is perhaps the best sport for developing all-around strength of a high degree, or for combining strength and endurance. Boxing requires strength and ability but the development for boxing may be best gained through other exercises. Baseball is a good all-around exercise involving running, striking and throwing, but is a little bit one sided, the arms suffering to some extent.

Spinal Adjustment After a Fall

B. D.—Of course it is impossible for us to attempt any diagnosis in a case such as that of your mother which you describe. Nevertheless one may say that it is quite possible that the partial paralysis of speech and of the limbs of her body may be due to the fall which you mention. After any fall there is likely to be more or less displacement of spinal vertebra and symptoms of the kind that you describe may develop. It is well to have an investigation made by a competent specialist in spinal adjustment, either a good chiropractor or osteopath. Probably a correction of any difficulties that may be found in the spine would affect favorably the other symptoms mentioned.

Swear Off Tobacco



Tobacco Habit Banished Let Us Help You

Quick Results

Trying to quit the tobacco habit unaided is often a losing fight against heavy odds, and may mean a serious shock to your nervous system. So don't try it! Make the tobacco habit quit you. It will quit you if you will just take **Tobacco Redeemer** according to directions.

It doesn't make a particle of difference whether you've been a user of tobacco for a single month or 50 years, or how much you use, or in what form you use it. Whether you smoke cigars, cigarettes, pipe, chew plug or fine cut or use snuff—**Tobacco Redeemer** will positively remove all craving for tobacco in any form in a very few days. Your tobacco craving will usually begin to decrease after the very first dose—there's no long waiting for results.

Tobacco Redeemer contains no habit-forming drugs of any kind and is marvelously quick, scientific and thoroughly reliable.

Not a Substitute

Tobacco Redeemer is in no sense a substitute for tobacco, but is a radical, efficient treatment. After finishing the treatment you have absolutely no desire to use tobacco again or to continue the use of the remedy. It helps to quiet the nerves and will make you feel better in every way. If you really want to quit the tobacco habit—get rid of it so completely that when you see others using it, it will not awaken the slightest desire in you—you should at once begin a course of **Tobacco Redeemer** treatment for the habit.



Results Absolutely Guaranteed

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If you are a slave of the tobacco habit and want to find a sure, quick way of quitting "for keeps," you owe it to yourself and to your family to mail the coupon at the right or send your name and address on a postal and receive our **free** booklet on the deadly effect of tobacco on the human system, and positive proof that **Tobacco Redeemer** will quickly free you from the habit.

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What's Wrong With Your Shoes?

(*Continued from page 37*)

Honestly now, don't you agree with me that the fashionable shoe is beautiful and that no other kind is?"

"I think you are cynical," I answered.

But cynical or not, there you have it. In the meantime, consider the facts. So universal is the pain and misery produced in this world by fashion prescribed shoes that most persons simply take it for granted that all that is inseparable from shoes—if indeed they even connect it with shoes at all. Probably few persons with flat feet have ever thought of blaming their shoes for the ailment. And most persons think their corns are simply an affliction sent from the gods.



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After you have looked at the French vamp shoe on the first page of this story, compare it with this foot of a Chinese lady. Place the emphasis on the "lady," because the purpose of this cramping and mutilating the foot so that she cannot walk is merely to tell the world that she is a lady, and not a woman who works. Is that the purpose of the modern fashionable shoe? At the right, the masculine Chinese footwear, much more in accord with masculine notions of comfort.

In full accordance with this attitude, even educated, thoughtful persons buy shoes uncritically. In buying they will leave their choice at the mercy of the glib salesmanship of some cheap clerk who knows as much about shoes as he does about ostrich feathers, and regards them as competing ornaments. Was there ever a shoe clerk who didn't have an obsession for making people buy shoes that were too tight; or who wouldn't assure you when questioned that the arch of the foot—made by nature to support itself—"needs support."

Another shoe man of my acquaintance—and he is supposed to know all about it—has assured me that moderately high heels, an inch or more in height, are a necessity on women's shoes. This is the explanation he gave. "Women have worn heels for generations," said he, "and their feet have conformed to this artificial condition to such an extent that they now positively require heels. A daughter whose female ancestors have worn heels for generations inherits a foot that requires high heeled shoes."

It would be very easy for any one with the slightest knowledge of biology to make a sarcastic comment on that grotesque exhibition of ignorance; but I content myself with the simple statement, backed by the whole medical profession that the foot of a normal child, no matter how many high heeled ancestors he may have had, is a perfect thing—merely awaiting the touch of the æsthetic shoemaker to put it into such a condition that heels and artificial arch supports and corn plasters become a necessity to it.

It is quite true that there are thousands of women who cannot wear a low-heeled shoe. The reason is that they have worn high heels so long that the Achilles tendon just above and back of the heel, has become permanently shortened. The only remedy for that condition is the continued use of high heels or an operation. I know a woman who always buys shoes with Cuban heels, and then takes them to a shoemaker and has him add to the height of them so that she may be able to walk in comfort.



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There is no question that my cynical shoemaker friend was in a sense right when he said that the first essential of a shoe is that is must not fit. But that signifies little. The fact is that our tastes, particularly our æsthetic tastes, easily become diseased. Take, for instance, that institution of our fathers, or rather of our mothers, called a bustle. There were once perfectly sane persons who regarded the bustle as an ornament. In that day a woman who didn't wear a bustle was more peculiar in her penchant for flatness than is the woman of this day who insists on flat heels in preference to flat feet.

But the bustle was at least harmless. The deformity was only apparent, and every one knew it. And if men didn't laugh, doubtless the angels did. The fashionable shoe, however, is not in the harmless category. Every inch of it is vicious. It both produces deformities and hides them. It produces and hides crushed muscles, strained ligaments, twisted bones, diseased tissues, and unsightly, agonizing growths. It hides a thing often so hideous that there are thousands of women whom shame—not modesty but shame—would prevent from showing their feet to others. And the same is almost equally true of men.

The nearest approach we have yet made to the foot binding customs which the Chinese are now abandoning is the French vamp. Vamp is the word. A shoe made with a French vamp may be defined as a shallow leather case tipped up at one end by a thing two or three inches high called a heel, in such wise that the foot slides down the slope, and is then rammed by the whole weight of the body into the tip of the pocket. The toes having been by this simple device crushed and crumpled into a shapeless mass, the bearer is expected to stand on them, and even to walk on them—an item the Chinese never included.

Here is the way to make a French

(*Continued on page 84*)



Miss Ruth Page
Photo by Charlotte Fairchild

"It is a wondrous thing, the human foot, but it is seldom a thing of beauty. It can sometimes be very ugly, even in the fairest and highest and most gifted of her sex; and then it is of an ugliness to chill and kill romance, and scatter love's young dream, and almost break the heart. And all for the sake of a ridiculously high heel and a pointed toe—mean things, at the best!"—DU MAURIER.

Like the human foot the proper shoe has a flexible arch

"In the natural foot the arch is flexible and plays an important part in every step. When the shank of the shoe is stiff, this natural movement is prevented and the muscles deteriorate from disuse. Ability to maintain the necessary strength of the foot depends upon allowing the foot muscles free action. The shank of the shoe should be flexible."

—Augusta Rucker, M.D., in January McCall's

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When you lace a Cantilever Shoe, the flexible shank is drawn up snugly under the arch of your foot, giving restful support. The arch muscles are free to maintain—or regain—their natural strength by the mere act of exercise. Thus are weak or fallen arches—and other ills—avoided or corrected.

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Meridian—Winner, Klein & Co.
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Minneapolis—21 Eighth St. South
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Mobile—Level Best Shoe Store
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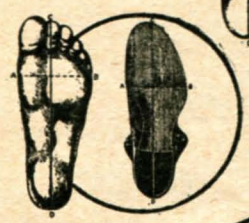




INFLARE
Where more of the surface across the ball (A-B) is inside instead of outside the line (C-D).



STRAIGHT
Where the surface across the ball (A-B) is equal on either side of the line (C-D).



OUTFLARE
Where more of the surface across the ball (A-B) is outside the line instead of inside the line (C D).

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For Men and Women

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FOR WOMEN
Tru-pe-dic shoes are now made in all styles for women.

FOR MEN
A real anatomical shoe without the freak shoe look.

(*Continued from page* 82)

vamp. It's quite simple after you once get it visualized. First, of course, you construct that high, unstable heel. Next you cut away the leather which, in an ordinary shoe, covers the instep. The purpose of that leather over the instep of course is to keep the foot from slipping forward into the shoe. You cut it away so that it barely covers the toes. The immediate result of that is that the foot slips forward—being tipped up from behind by that high heel. To prevent the foot going forward till it leaves the heel of the shoe empty, you make the toe of the shoe very short, so that the toes will have something to jam up against; and since such a shoe won't stay on the foot, you strap it on by means of a bit of leather passing over the instep.

Simple—isn't it! And the purpose? Why, bless you! The purpose is to make the foot look shorter and smaller than it is! The price is the sacrifice of health; not just discomfort or a ridiculous gait, but sacrifice of health. Few women know that till Mother Nature presents the bill; and even then lots of them don't know what it is for.

I have talked chiefly about women's shoes because it is there that the abuses are most pronounced. It would astonish a great many persons however, to know what a huge proportion of men have foot trouble. The World War brought that fact right to the front. Ten per cent. of the disability in the Allied armies was due to foot trouble, and whole regiments of men were laid up at a time, unfit for active service, on that account.

An army may, as the saying goes, travel on its stomach; but it fights on its feet. Military experts learned their first big lesson about the unlimited importance of feet from the Franco-Prussian war. The French learned the lesson to their cost when the Germans took Metz when there were 200,000 French soldiers inside that fortress.—The reason? Feet! Boots! The French could not fight on account of their handsome, tight boots. The German barbarians wore boots that were big enough; the French didn't. Civilization over-reached itself, and the Franco-Prussian War has been known as the War of Boots ever since. Incidentally, that war was one of the causes of the World War from which we are just emerging.

One of the first bodies to get on the job when we got into the World War was the orthopædic corps; and that corps set itself the task of reducing shoe fitting to an exact science.

Rigid rules were laid down by the War Department. A soldier must be fitted with shoes that would go on comfortably over two pairs of woolen socks. The captain, or some one directly delegated by him, must do the fitting. The shoe must be so much longer than the foot. It must fit with a specified degree of snugness. The soldier, bearing a forty pound weight on his back, must stand in the shoes in two and a half inches of water for five minutes, and then, still bearing the weight, walk in them for an hour. At the end of that time they would have dried on his feet, and would fit him and nobody else. At the end of two weeks, when his feet had grown larger and stronger through use, he must have another fitting, and generally it would be two sizes larger than the first. On the march the company must be lined up in bare feet daily for inspection by the captain. In camp inspection must come at least once a fortnight. No soldier on the march must wear darned socks. Every man must wash his feet and change his hose daily. The shoes, if wet, must be dried out with heated pebbles or heated oats. The captain was personally responsible for the feet of his men; and any undue percentage of foot trouble among them meant something worse than foot trouble for him.

New men with weak feet had to have specified exercises for the strengthening of their feet. Thousands of drafted men were rejected because of flat feet.—There were even men who crippled their feet in order to escape service. The story is told of one man who, in order to escape the draft, had all his teeth drawn. He confessed this to the examining surgeon.—"It wasn't necessary for you to do that," observed the surgeon. "You have flat feet. I am rejecting you on that account."

Feet are as important in industry as they are in war. This is even truer of women than of men, largely because of the susceptibility of women to pelvic disorders.

With a view of getting some facts on that point I went to Dr. Douglas Stewart of New York, an orthopædic surgeon whose professional reputation is around the head of the list. I found him that type of doctor that takes disease and pain as a personal affront, and that sees the human side of medical work much more vividly than he does the purely professional side.

I began by asking him how extensive is the relation between foot trouble and disease among women—particularly in pelvic troubles.

"I have never been able to find the words that would overstate it," he said. "Maybe you can.—I have a clinic; and many girls, particularly working girls, come to me for help. They come half hysterical, almost insane with nervousness, and suffering from pains in the back, legs, and head, that they can't trace or understand. They suffer from indigestion, sciatica, melancholia, and almost anything in the way of miscellaneous ailments you might want to name—not to mention pains in the feet themselves.

"Generally they come in high heels, French vamps, narrow soles, and all the

rest of it. They usually add open work stockings and hobble skirts for good measure. They walk practically on stilts, mincing their way along on their toes, their feet wobbling on the small heels every time they put them down with a click audible half way down the block. It is tragic.

"They have stood on such shoes through months of long working days. Many of them have worn such shoes ever since they began doing up their hair. Some of them already have the shortened Achilles tendon that makes it a difficult matter to put them back on low heels.

"I know all the symptoms. One of them is that tell-tale droop of the mouth that no doctor wants to see on the face of a young girl.—I take away their frightful foot casings; I prescribe whatever corrective measures the difficulty may call for. The relief is instant. The corners of the mouth go up. They leave smiling. —How simple it would be if there were no fashions."

"And men?" I asked. "How about the feet of men?"

"If the men who pass you on the street wore transparent shoes," he replied, "you would be astonished at the deformities that would meet your eye. We found out all about that when we began to examine men for the draft. With men it isn't high heels; but men wear narrow shoes that cramp and distort their feet about as much as women do. The facts brought out in that connection by the draft was one of the worst jolts the medical profession has gotten in a long time.

"The thing people don't seem to understand is that the foot is a cantilever spring so made that when it is allowed to function normally it carries the body with the greatest possible ease and resilience. Relative to the bulk it has to support it can do anything the biggest pneumatic tire on the biggest automobile can do, and more. And by the same token it is no good if it goes flat.

"The foot is a kind of tripod, whose bases are the Heel, the Ball, and the outer edge of the foot. The span from the Heel to the Ball is called the Arch. On the outer side of the Arch the metatarsal bones extend fan-like to the bases of the smaller toes, thus giving breadth and balance and general stability to the Arch.

"Now a cantilever spring, to be effective, has to be horizontal. If you tip it at one end, on a high heel for instance, you change the direction in which the weight of the body normally acts on it; you concentrate that weight on the spring in such a way as to strain it and finally break it down. In other words, by changing its position you make a comparatively rigid structure of it, and since it can't bend, it breaks. Flat foot results; and with flat foot go strained muscles and ligaments, and a want of resilience that racks and jars the body just as a flat tire will jar and strain every nut, bolt and joint of an automobile.

"Another thing that the high heel ac-

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complishes is to throw the ankle *forward* right at the point where it transmits its weight to the Arch. The shift looks like a trifling matter to the eye; but it is sufficient to change the body's center of gravity. Since man is an upright animal, a very slight shift of that sort requires radical changes of posture. Otherwise you would simply fall over.

"In order to keep her balance the wearer of high heels has to perform certain continuous contortions. She throws her shoulders back and the abdomen and base of the spine forward. Picture it. Furthermore, she bends the knees and with the muscles of the legs takes up part of the unwonted strain on other muscles never meant to function that way. The general result is the so-called debutante slouch.—The strain on the leg muscles often leads to sciatica. The distortion of the back leads to the deformities called kyphosis and lordosis. The throwing forward of the sacrum—the base of the spine—forces forward the pelvic organs, and so causes a long chain of ailments, one result of which is likely to be either sterility or inability to bear children.—All this, and more, quite apart from the ailments and discomforts that result in the foot itself.

"As for the tight, narrow shoe—that leads to its own line of troubles. Chief among them is the displacement of the great toe. The shoe that is not cut with a *straight inside edge*—and no fashionable shoe is—forces the great toe outward toward the other toes. Now it just happens that the great toe is simply a flexible continuation of the Arch. To be effective it has to lie in a straight line with the Arch, for its function is to receive the weight of the body from the Arch at the end of the step and give that weight a strong impetus forward. The great toe is the only toe that carries weight.

"No elaborate theory is necessary to show that the great toe can't possibly do its work if it be twisted over to one side, out of a straight line with the Arch. If you want a demonstration of this, place your two bare feet side by side; and if you are one of the great majority whose great toes do deviate in some degree from the straight line, bring them together with your thumb and forefinger. Then dig strongly into the carpet with them as in taking a vigorous step. Next let the toes fly apart to their usual position and then dig into the carpet with them just as you did before. You will be astonished to find what an amount of leverage you have lost.

"People come to me with their great toes so bent that they lie horizontally across the foot under the other toes. Or they may be bent just enough to crowd the smaller toes one on top of the other. Of course this loss of mechanical efficiency is almost invariably accompanied by corns, bunions, ingrowing nails, hammer toes, and toe felons.—By the way there is a common notion that felons come only on the fingers; but they come on the toes



What's Wrong With Your Feet?

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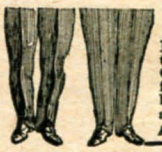
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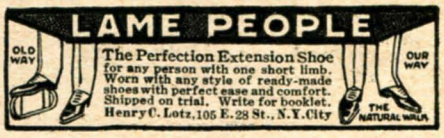
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as well. Any infection in the foot is doubly serious because the sole of the foot is practically germ soaked. That is one reason why good results from foot operations are often difficult to obtain.

"One very disastrous result of the displacement of the great toe is that the victim *toes out* when he walks. The result of toeing out is to tip the Arch over sideways, thus depriving it of its self supporting mechanism, and finally breaking it down. If you want to find out the mechanics of it, walk in your bare feet across the floor toeing out, and then try it toeing in. Your own eyes and sensations will tell you why shoes that force the wearer to toe in often cure flat feet.

"Negroes as a race tend to flat-foot because they toe out. A part of Charlie Chaplin's comic make-up is flat feet, *toeing out.* The big feet of the negro minstrel are always flat, and always toeing out. The two things go together.

"Watch the French heels pegging down the street, and see how many of them toe out. Once upon a time the pupils of young ladies finishing schools were taught to toe out when they walked. And thousands of flat-footed women were the result of that fashion."

So much for the views and practical conclusions of an expert of long experience.

It is a curious fact that though most industrial plants, including department stores, maintain physicians and nurses to look to the needs of their employees, no effort has been made to inspect the feet of working girls or to see to it that they wear the right kind of shoes. And yet the increase in working efficiency would be enormous if this were done.

There is no easy solution to the shoe question. The outstanding fact however, is that any individual who will persist in the search *can* find shoes that will fit and at the same time look well. Of course the markets are flooded with all kinds of freak shoes that doubtless fit well enough and are comfortable and harmless, but which are needlessly ugly and do not follow the natural and beautiful lines of the foot, and rather than appear in such shoes most persons prefer to cling to the devil they know rather than fly to evils that they know not of.

Probably the final solution is for him who wants a good shoe to keep on searching for it till he finds it; for I repeat that the shoe that fits can be found.

In the meantime, let the scarcher turn for comfort to the world of Platonic ideals. What *I* have in mind, I think, is the shoe made by Sir John Suckling. Hear him:

"Her feet beneath her petticoat
Like little mice stole in and out,
As if they feared the light.
But oh she dances such a way,
No sun upon an Easter Day
Is half so fine a sight."

To many and many a woman God has given such feet as that, but where—since John Suckling—is the Shoemaker who can fit them?

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From a Musician-- "I am obliged to be in public a great deal and my complexion was a great embarrassment. Clear-Tone improved me so greatly that I strongly recommend it." C. H. Lindeman, Steubenville, Ohio.

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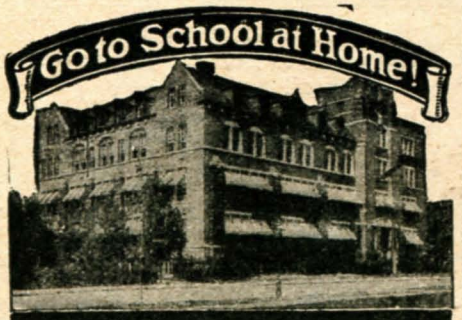
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If you have a baby that has a birthmark that will show well in a photograph, send it to us. We wish to print a number of these photographs of interesting and unusual marks which are ascribed to prenatal influence. Write us a letter, telling us what in your opinion caused the mark to appear on your child.

Mr. Wiggam is writing for a later issue of PHYSICAL CULTURE what he believes will be the best and most authoritative presentation of the whole question of prenatal culture which has ever been written, the only complete summing up of the entire matter in the English tongue.

Every parent, and every young man and woman will be interested in this article. You will find what influence, if any, the mother's mind exerts upon her unborn offspring. No more important question can possibly be brought to the attention of any woman.

We are sure the article will lift a load off the minds and hearts of many mothers who have blamed themselves for some unlooked for defect in one of their children.

Send us a photograph. Also ask questions that occur to you along these lines. Mr. Wiggam will be glad to answer questions about heredity and eugenics through the columns of future issues of PHYSICAL CULTURE. Also write us your opinions freely whether you agree or disagree with his articles. Discussion leads to a better understanding of any subject, and heredity is the biggest subject in the world.



Photo by C. Patrick, Sweetgrass, Montana.

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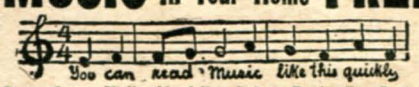
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Explaining the Coulon Mystery

(*Continued from page* 23)

as I might, she seemed anchored to the floor. The big sheriff, too, failed to move her. She performed several other feats in all of which she was completely successful.

When the performance came to an end the committee was asked if they could explain the nature of the "Power" she had applied. Several, I recall, expressed the opinion that some new force, unknown to science, must have been used. Being a youth of twenty-two, my opinion, of course, was not asked.

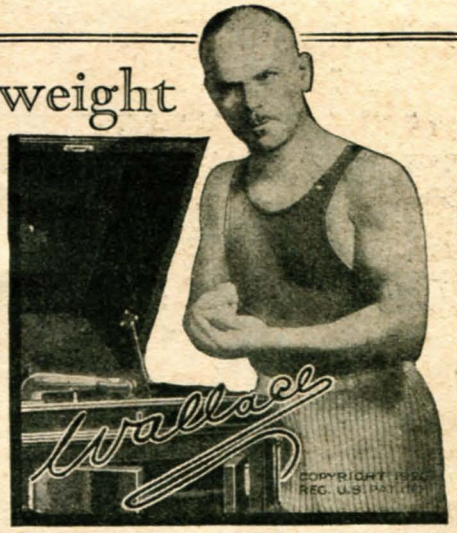
I went home, thinking. "What is it?" I asked myself again and again. My mind rebelled against accepting the theory that her power was "divine" or supernatural. I still had faith in the laws propounded by the great thinker, Sir Isaac Newton. I knew it was a weakness of human nature, when unable to explain a phenomenon according to natural laws, to attribute it to the supernatural.

I thought and thought for hours. Finally at four in the morning I discovered the basic principle of the power she had applied, and with little difficulty solved the entire problem. The next morning I tested my theory upon several strong men with complete success. That afternoon I witnessed Miss Abbott's matinee performance, to assure myself that I was right, and that night I again consented to be one of the committee.

It is needless to state that I was in a quandary what to do. Shall I tell the world the secret? Shall I ruin this woman's professional career? As I had decided upon my own professional career, going on the stage myself and duplicating Miss Abbott's performances did not appeal to me, but in order to test my ability before a critical public I gave two performances, one at Louisville, Ky., and another at Washington, D. C. They were both completely successful. I made no statement as to the nature of the force I employed, but left it to the judgment of the committee who watched me. The press made very favorable comments regarding my performance and attributed my power to hypnotism.

I decided not to expose Miss Abbott in the evening performance. I decided, however, to lift her, in spite of her power, as this would not disclose the nature of the power she employed. When asked to push the cue downward, I made but a half-hearted attempt, as I knew I could not do so when she applied her counter-force. When asked to lift her, however, I decided to defeat her, and did. She explained to the audience that it was the first time she had ever been lifted, and attributed it to the fact that I was tremendously strong, furthermore that at night her power was not at its full height,

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—or where you are too fleshy; my course speedily reduces you to normal proportions. Your figure will become supple; your carriage and poise what they should be. If you are but *slightly* overweight, five—seven—twelve or fifteen pounds too heavy, my course is for you as well as for the excessively stout woman. Weigh exactly what you would like to—what will make you feel, and appear, at your best. My instruction by records is just as direct and resultful as if I stood before you. More convenient, for you take your daily lesson of twenty minutes whenever you like, in absolute privacy, without restraint.

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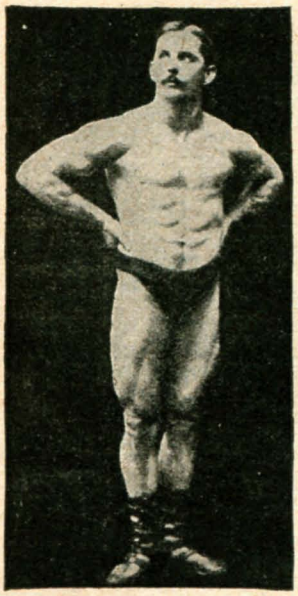
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as was proved by the fact that the night before, when it was at its full height, I had failed to lift her. The manager, however, whispered to me, asking that I refrain from "breaking up the show" with my great strength. Being thoroughly convinced that I had solved the problem of Miss Abbott's power, I decided to aid her in her other feats, rather than balk her.

The present revival of interest in the phenomenon has prompted me to explain the principle involved in the feats. Though I have been asked by several New York newspapers to give a demonstration of the power, I have decided to do so in the PHYSICAL CULTURE Magazine, with the aid of my daughter, Thelma, whom I have taught to master the secret.

I shall first explain the lifting feat. Miss Abbott performed it in two ways. When confronted by a strong man, she asked to be lifted by the waist, and not under the arms. According to press reports, Coulon also insists that he be grasped by the waist, and not under the arms. The same is so with Mme. Kimoura, a Japanese woman who performs the feat. The feat lends itself to various modifications, but the basic principle involved is always the same.

Let us analyze the lift carefully. First observe how the subject (the person to be lifted) is raised by the lifter when no counter-force is applied. It will be noted that the lift is a difficult one. Even the strongest man must exert himself to lift a person weighing a hundred pounds in this manner, as the position does not give an opportunity to exert much lifting force.

This is especially true when the subject is grasped at the waist with the hands. Therefore, to begin with, the surplus strength on the part of the lifter is small even under favorable conditions. Now observe the conditions that exist when the subject resists the lifter. It will be noted that her hands are braced against the chest of the lifter and that one finger is pressing against the lifter's neck. When resisting the lifter, the subject presses with great force against the chest of the lifter, and at the same time presses with one finger of each hand, or one finger of one hand against any of the sensitive spots which abound in the neck. Try as the lifter will, he cannot raise the subject from the floor. What baffles him most is that he is conscious of a certain "mysterious" energy that is balking him. Any one who readily accepts the theory of a super-natural force, will by reason of the presence of this mysterious energy, be ready to attribute his defeat to supernatural powers, rather than natural powers.

Let us analyze the psychological factor involved in the lift. I have made dynamometer tests to determine how greatly muscular effort is affected by the pressure on the neck employed in the lift. This varies according to the mental

plane of the individual. It may lower the lifter's power as much as 25%. The contractile force of a muscle depends directly upon the volume of Nerve Force that is transmitted to the muscle, and as the slightest mental disturbance lowers the amount of Nerve Force transmitted to a muscle, it can be readily understood why a pressure on a sensitive spot on the neck will greatly lower the lifter's muscular effort. I found that in many cases pressure on the neck alone is sufficient to prevent the lifter from raising the subject. The next factor involved is one in plain physics, subject to a law known as "parallelogram of forces," to which I shall refer as "cross-force."

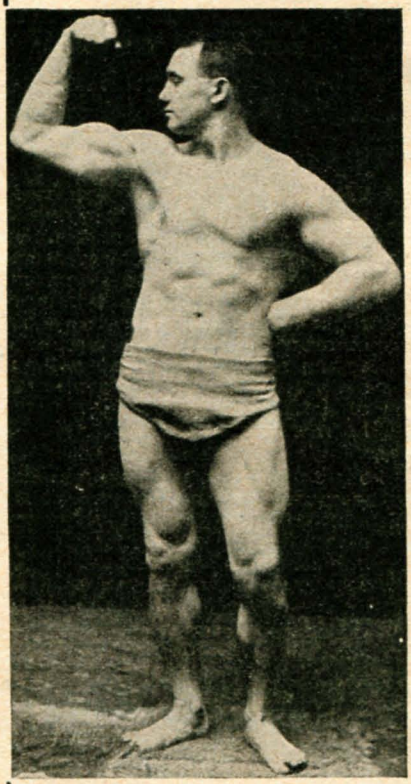
It will be observed that the lifter encounters two forces when making the lift, the weight of the subject (gravity), and the cross pressure produced by the subject pressing against the lifter's chest. These two forces applied simultaneously, develop a diagonal force known technically as the "resultant force."

In the accompanying diagram let "A" represent the cross force, and "B" the weight of the subject. The cross-force in this case is 70 pounds, which can very readily be exerted in a manner shown. The weight of the subject is 130 pounds. The length of the line "A" corresponds to the length of the line "B", as 70 is to 130. Completing the parallelogram as shown, we determine the direction and force of the compound resistance, "C." By certain mathematical calculation the resistance of "C" will be found to be 147 pounds, 17 pounds more than the actual weight of the subject. Therefore, in order to lift the subject when the cross-force is applied, a force of 147 pounds in the direction of "B" will be necessary. This would be an extremely difficult feat for even the strongest man in the world, especially if compelled to grasp the subject by the waist, as this method would necessitate a powerful pressure on the waist in order to retain a firm grip.

The next factor involves certain laws in Psycho-Physics, laws that are little understood and seldom investigated, yet which play an important role in the application of muscular power. In 1902, in an article published in the monthly magazine, Practical Psychology, I cited the result of a number of experiments I had made in Psycho-Physics. Among the facts presented was the following; which will suffice to explain the law to which I refer: If a man can with a grip tester make a record of 75 pounds with his right hand, and a record of 65 pounds with his left hand, he cannot, when gripping with both the right and left hand, at the same time, on two grip testing machines, make a combined record of 140 pounds. The right hand record may drop to as low as 60 pounds and the left hand to 50 pounds, making a total pressure of only 110 pounds.

The explanation as to the cause of this loss of power involves certain very

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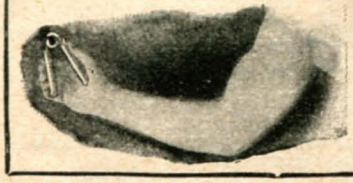
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abstruse laws relating to Nerve Force, which are rather too technical to discuss here in detail. Briefly: Muscular power depends upon the amount of Nerve Force exerted upon the muscle tissues. When our Nerve Force is applied to two sets of muscles at the same time, each set will receive less nerve stimulation than when our Nerve Force is directed in one direction only, similarly as in the case with electricity in electrical apparatus.

The muscular exertion demanded to counteract the cross force exerted by the subject, and the expenditure of Nerve Force upon the muscles of the hands in gripping the waist, or retaining a grip under the arms of the subject, greatly lessens the amount of Nerve Force available to overcome the gravity of the subject. As stated before, even under favorable conditions the lifter has little excess of lifting power, because of the disadvantageous leverage offered to the muscles employed. Therefore, when the subject applies the psychic forces and the cross-force I have described, the subject cannot be lifted, unless the subject is very light, and the lifter extremely strong. I stood on a spring scale while a very strong man tried to lift me when I applied all the counter-forces I had at my command, both psychic and physical, and it was found that he exerted a lifting force of less than 60 pounds. In other words, he could not have lifted a 60 pound child, were it possible for the child to exert the degree of counter-force that I exerted.

The sensation of a mysterious force being applied is easily explained. The lifter, not understanding the law of the parallelogram of forces, feeling the angle force coming from an unknown source, becomes puzzled as to its origin. He expects a resistance from a certain direction and his muscles are set to overcome this resistance. The unexpected upsets his muscular co-ordination, and thus lessens his muscular power and sense of direction to apply power.

The natural question arises, "How did I lift the Georgia Magnet"? First of all, because of my great strength. However, this did not suffice alone, for Carl Abst, Germany's great strong man, and one of the strongest men of all times, failed to lift Miss Abbott.

As I understood the psychological principles involved, my mind was not influenced by the disconcerting "mysterious force." I knew the direction of resistance, hence concentrated my full strength to counter-act the angle resistance, namely, instead of trying to lift Miss Abbott vertically, I concentrated upon lifting her toward me and over my head. I reasoned in advance, however, that even with my strength and knowledge of the laws involved, I might fail to lift her, and therefore decided to lower her cross pressure by disconcerting her mind. Therefore, instead of meeting her cross pressure as she anticipated I would,

I did not resist it, and let her push herself away to arms' length. Then suddenly I pulled her toward me until the proper point of leverage was reached, and then I exerted force to lift her upward and backward of me. My unexpected attack unquestionably weakened Miss Abbott's resistance, and made it possible for me to lift her high off the floor, much to the surprise and consternation of Miss Abbott.

The cue feat may be performed in two ways, one involving the cross pressure force, and the other a truss force. The mechanical principle of the truss is employed in steel construction, especially in bridges. It will be observed that if two persons grasp a bar firmly, as shown in the accompanying illustration, it is impossible to lower the bar in the direction of the floor, if the arms be kept rigidly straight. They effectually bar each other. The same principle holds true when several persons attempt to lower the bar. The truss stress was employed when the two athletes shown in the illustration, could not lower the bar. The fact is, it was not necessary for my daughter to touch the bar at all. Miss Abbott in employing this principle permitted six men to grasp the bar, then had a man climb over the human mass and sit on top of the bar and hands, and then she simply reached in with one hand and grasped the bar, telling the committee to try to lower the bar. They could not, of course, and the final result was that the entire committee in their struggle would become entangled and fall to the floor, much to the amazement and amusement of the audience; truly a wonderful exhibition of "Divine Power" by a 100 pound woman.

When the cross pressure force is applied in the cue feat, it is difficult to detect the principle. In the cross pressure feat it is simply necessary to give the bar a side twist in order to balk the other person, that is, a pressure must be exerted in a direction tending to twist the bar into a horizontal position. Here again we employ an angle force. The strongest man cannot lower a bar an inch in this manner, if I simply grasp the bar with two fingers of each hand. Indeed, I need only exert a cross pressure with one finger of each hand to balk the strength of my opponent, the bar friction against my finger being sufficiently great to prevent a downward movement of the bar.

It must be stated in justice to Miss Abbott and Coulon, and others who perform these feats, that it requires, first of all strength. Miss Abbott was a marvel of strength for her weight, though her manager tried to impress upon the audience that she was a puny little woman, highly nervous and having no strength. I felt her arms; they were like steel. Coulon, being a prize fighter of international reputation, is of course, also strong. My daughter, too, whom I have taught to perform Miss Abbott's feats, is also extremely strong. At the age of three she lifted a weight of 65 pounds, which I

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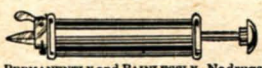
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believe has never been excelled. At the age of six she could lift me, though I weighed over 190 pounds. Today she is a fearless high diver, an excellent swimmer, and is generally proficient in all forms of gymnastics.

Strength, however, is not the only requirement. More important still is the intelligent application of one's strength, especially if the opponent shall be deceived as to the origin and nature of the counter-force. The counter-force must be applied gently at first and increased as may be necessary. Then only will the opponent be kept in ignorance of the force he has to combat. As stated before, the mystery of the nature of the force is a powerful factor in balking the efforts of the opponent.

While the lifting feat and the cue or pole feat before described are highly interesting and remarkable in effect, a chair lifting feat and another pole feat I shall describe in the next issue of PHYSICAL CULTURE, are still more startling. In the pole feat four men cannot push my daughter off her balance, though she stands on one foot. In the chair feat she lifts with ease an aggregate weight of over 500 pounds in a manner that seems impossible. One man sits in a chair and two others sit on his lap. Then the chair is tilted backward until nearly the entire weight is balanced on the two rear legs of the chair. Then by grasping the neck of the man sitting in the chair, she raises the tremendous load several inches off the floor.

What Would You Do in This Case?

(*Continued from page* 48)

and good will do not seek to dominate or repress another. If this is true, is it cowardice for one to submit to the domination of a mean-spirited character, whether on the grounds of peace or for any other motive of expediency? Of course the fact of common human experience is that one who seeks "peace at any price" never does find it in that way, because that is not the logical solution of the problem. "There is no peace" on that basis.

In problems of this kind, one is always confronted by our old friend, Human Nature. It is sometimes said that human nature is the same the world over. Perhaps it is, in its variety. There is a lot of bunk written about human nature. For instance that old rhyme, "There is so much bad in the best of us, and so much good in the worst of us, that it ill behooves the best of us to talk about the rest of us." All of which sounds very fine—sounds much better than it is. The important fact about human nature is that it is always "different." It is different in the case of the two parties to this marriage. In some instances the Golden Rule will work out beautifully. In other cases the fine old plan of "turning the other cheek" will only get one a black eye before night. That is the truth about human nature.

And from this appreciation of human nature, one may learn that if she makes herself a doormat, she will be walked on. We wonder if in this instance there are not two factors. On the one side the indifference or callousness of the husband, to say nothing worse for him, which might easily be said, and on the other side, the door-mat attitude or spinelessness of the wife herself.

When a wife is not made an equal partner in the finances of the family, is not permitted to handle the expenditure of funds for household purposes, the situation is indescribably humiliating for any self-respecting woman. Nevertheless, this is a situation that prevails in any number of homes. It finds its counterpart, however, in other cases in which Friend Wife is said, more forcefully than elegantly, to "wear the pants." There are probably an equal number of instances in which poor Mr. Henpeck comes home and hands his wife his pay envelope, unopened. Whereupon she tears it open and counts the contents very carefully. There is fifty cents missing, and she turns upon him with an eye that a police magistrate might well envy, "You have been drinking again."

The poor fish protests that he was docked. It was the morning she *made* him stop on his way to give the butcher a piece of his mind, meaning, a piece of her mind. Whereupon she decreases his daily allowance for the week. Ordinarily he gets thirty-five cents, ten cents for car fare, and twenty-five cents for lunch, given him each morning as he leaves, with pennies for the paper.

The truth about human nature is that one finds the considerate and the inconsiderate, the domineering and the submissive. But with all this, we believe that in a situation of this kind, the fault lies partly in the fact that the husband is unconscious of the humiliating position in which he has placed his wife. He does not realize, in his egotism, and cannot imagine that his wife suffers through the humiliation of not being permitted to handle any of the family money. He did not realize the hurt inflicted upon his wife when he gave his daughter jewelry belonging to her mother. If there is any remedy whatever for a situation like this, it must consist in making the man of the house conscious of his attitude and of the position in which he places his wife. To make him conscious of this may precipitate a fight. But it is imperatively

necessary that if the lady does not wish to continue to be stepped on, she must decline any longer to be a doormat.

It may be that an attitude of indifference or independence would bring about a change. Let him pursue her as of old, instead of being pursued. And yet masculine egotism in this case may be such that this alone may not avail. We know that many another woman would tell him very promptly just where he gets off. And then if he did not mend his ways, he might find that he would not only have to get off but stay off.

There is no virtue in mere self-sacrifice or self-abnegation. Self-expression is a much bigger thing. If self-preservation is the first law of nature, then self-development is the first human duty. The ideal of sacrifice just for the sake of sacrifice either is or should be, an exploded bubble. Sacrifice without a distinct purpose, is a crime against oneself, and a crime against oneself is just as serious a matter as a crime committed against another. Sacrifice is only justified when it is for the sake of attaining some great result, to achieve some end that is greater than the thing sacrificed. In that case the act is one of attainment or of self-realization, rather than of sacrifice. But submissiveness for the sake of an ideal of sacrifice or for the sake of peace is ignoble, and unworthy of any self-respecting human being.

Topical Tips

Edited by Tom Bret

We have never decided what to do with our ex-presidents, but Mexico solves the problem by putting it up to St. Peter.—*Associated Editors* (Chicago).

An actor en route to Morristown lost the best part of his baggage. The cork came out.

A rat that looks like a kangaroo and barks like a prairie dog is reported in Texas. It's about time a new prohibition officer were sent down there.

—*Columbia Record.*

Very few young men are "accepting positions" nowadays. Most of them are looking for jobs.

A Chicago judge made women take their hats off in court. When they got the vote they thought they wouldn't have to take their hats off to any man.

WHY HE WAS LATE

TEACHER:—"How is it that you're so late, Tommy?"

TOMMY:—"'Cause there was a man pinched for stealin' hens and setting a house on fire, an' knockin' down five policemen an' mither sent me round to see if it was father."—*London Blighty.*

How to Rid Yourself of Your Catarrh



R. L. ALSAKER, M. D.
Founder of
The Alsaker Way

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Without Drugs or Medicine of any Kind

By R. L. ALSAKER, M. D.

THE majority of the people in our country suffer from catarrh. Some have it from time to time, others have it all the time.

"Catarrh of the head is troublesome—and filthy. Catarrh of the throat causes coughing and much annoying expectoration. When the catarrh goes into the chest it is called bronchitis. If it is allowed to continue it becomes chronic, and chronic bronchitis means farewell to health and comfort. It robs the sufferer of refreshing sleep and takes away his strength. It also weakens the lungs so that the individual easily falls a victim to pneumonia or consumption.

"Then there is catarrh of the stomach and small intestines, which always means indigestion. Catarrh of the large intestine often ends in inflammation of the lower bowel—colitis.

"Catarrh of the ear causes headache, ringing in the ear and general discomfort.

"Catarrh of the liver produces various diseases, such as jaundice and gall-stones, and often ends in much suffering from liver colic.

"All who easily catch cold are in a catarrhal condition. Those who take one cold after another will in a short time suffer from chronic catarrh, which in turn will give rise to some other serious disease—as if catarrh itself isn't bad enough.

"Either you personally suffer from catarrh, or some member of your family is afflicted. Isn't it time to give this serious danger a little attention, before it is too late, and solve the problem for yourself? You can do it. It's easy.

"Catarrh can be conquered easily and permanently. It has been done in thousands of cases. You can cure yourself—and while you are losing your catarrh you will lose your other physical ills. That dirty tongue will clean up; that tired feeling will vanish; that bad taste in the mouth will disappear; that troublesome gas will stop forming in the stomach and bowels; and the pain will leave your back; headaches will take flight; rheumatism will say good-bye and those creaky joints will become pliant."

. . . .

Realizing the great need of definite, practical information regarding this terrible disease, Dr. Alsaker has prepared a plain, simple instruction book on the cause, prevention and cure of catarrh, asthma, hay fever, coughs and colds. This book is entirely free from fads, bunk and medical bombast. It sets forth a commonsense, proved-out PLAN, that is easy and pleasant to follow—a plan that teaches the sick how to get well and how to keep well. The name of this book is "Curing Catarrh, Coughs and Colds." It tells the true cause of these objectionable, health-destroying troubles, and it gives you a safe, simple, sure cure without drugs, medicines or apparatus of any kind. You apply this wonderfully successful treatment yourself, in your own home and without the expenditure of an additional penny. There is nothing difficult, technical or mysterious about this treatment. It is so easy to understand and so simple to follow that anyone, young or old, can reap the utmost benefit from it.

If you suffer from colds, coughs, or catarrh in any form, send only $3, to the publishers of "THE ALSAKER WAY," THE LOWREY - MARDEN CORPORATION, Dept. 375, 1133 Broadway, New York, and get your copy of this valuable instruction book. Follow the instructions for thirty days; then if you are not delighted with the results—if you do not see a wonderful improvement in your health—if you are not satisfied that you have made the best $3 investment you ever made—simply remail the book and your money will be promptly and cheerfully refunded.

Remember this: If you want to free yourself forever from catarrh, asthma, hay fever, coughs and colds you can do so. Dr. Alsaker's treatment is not experimental. It is proved-out and time-tested. And it includes no drugs or serums, sprays or salves. And it costs nothing to follow it, while doctor's bills, prescriptions, and so-called patent medicines that do not cure, soon eat a big hole in any man's income.

Send for this book today. Follow it faithfully and you will experience the same splendid results that thousands of others are receiving.

What Others Say

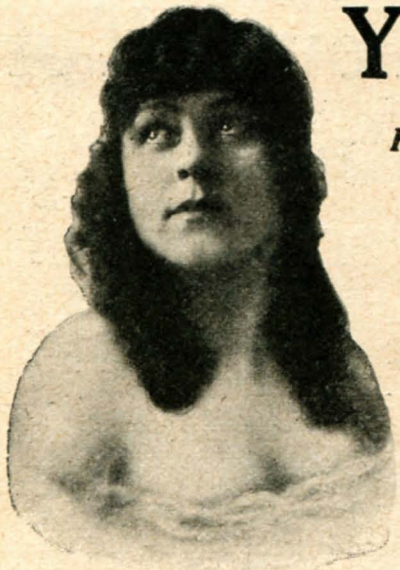
"Had catarrh since childhood. Doctors unable to cure me. Now entirely well, thanks to your treatment."—S. N. R., Canada.

"Never in better health than I am today."—F. B. F., New Zealand.

"Bronchitis from which I suffered for five years is now a thing of the past."—J. F., Indiana.

"Dr. Alsaker's Catarrh Course is more wonderful than words can tell."—Mrs. A. J. K., California.

"I was badly troubled with catarrh and colds. By following Dr. Alsaker's instructions the disease has disappeared."—H. M., Canada.



Your Figure

Has Charm Only as You Are Fully Developed

BEAUTY OF FORM

can be cultivated just the same as flowers are made to blossom with proper care. Woman, by nature refined and delicate, craves the natural beauty of her sex. How wonderful to be a perfect woman!

Bust Pads and Ruffles

never look natural or feel right. They are really harmful and retard development. You should add to your physical beauty by enlarging your bust-form to its natural size. This is easy to accomplish with the NATIONAL, a new scientific appliance that brings delightful results.

FREE BEAUTY BOOK

If you wish a beautiful, womanly figure, write for a copy of the treatise by Dr. C. S. Carr, formerly published in the Physical Culture Magazine, entitled: "The Bust—How It May Be Developed." Of this method Dr. Carr states:

"Indeed, it will bring about a development of the busts quite astonishing."

This valuable information, explaining the causes of non-development, together with photographic proof showing as much as five inches enlargement by this method, will be sent FREE to every woman who writes quickly. Those desiring book sent sealed, enclose 4c postage.

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IF I agree to accept you as my patient, you may know that it is because having studied your case carefully, I am confident that I can help you—if not with a permanent cure, at least with a permanent improvement. Of this my patients are always sure, I will treat them until they are satisfied.

My motto:—"A permanently cured and satisfied patient is the best advertisement for My Natural Curative Methods of Treatment."

A WORD ABOUT MY METHOD OF TREATING

I want to lay stress on the fact that I treat all patients personally. All letters are opened by me personally and what my patients say to me in their letters is absolutely sacred. I reply individually to each patient; I use no form letters. My obligations in treating by mail are just as sacred to me as if I sat by your bedside or you were in my private consulting room. *My course is not in any sense of the word a simple course in Physical Culture. It is infinitely more. It is a scientific application of Natural Curative Methods of Treatment to the individual needs and requirements of every patient placing himself or herself in my care for professional treatment and attention.*

My Opinion of Your Case Free

With a copy of my book, I will send you, also without cost or obligation, a diagnosis blank. If your health is not just what it should be or if you are a chronic invalid, all I ask is that you fill out the diagnosis blank; omit no detail. When you return the diagnosis blank, I will then make a thorough and searching study of your case. If I can be of any help to you, I will write and tell you. I shall be equally frank if I find that I cannot be of help to you. In other words, I will give you the benefit of my expert medical opinion without any cost or obligation to you. After receiving my reply to your diagnosis blank then you can use your own judgment as to whether you wish to take up my treatment and avail yourself of my professional attention.

A COPY OF MY HEALTH BOOK "HEALTH WITHOUT DRUGS" will be mailed FREE upon request. It contains health facts that will be of vital interest to you whether you are sick or not. It explains in full just what my treatment is—just what "NATURE'S CURATIVE TREATMENT" is. Send—TODAY—NOW—for a copy.

I will also send FREE any two of the disease pamphlets mentioned below that may be of special interest to you.

Mention any Disease or Weakness or Habit not named in list below and special literature and booklet will be sent you on that subject also.

Send This Coupon Today. *Do Not Neglect to Write Address*

THE VLIET SYSTEM—Box 117, Matawan, New Jersey.

Dear Sir:—Please mail me at once a FREE copy of **"Health Without Drugs,"** together with Diagnosis Blank 403 and Treatise on Disease, as marked by X in the list below.

..Asthma	..Consumption	..Diseases of the Rectum	..Epilepsy	..Kidney Disease	..Skin Diseases	
..Biliousness	..Coughs and Colds	..Diseases of Women	..Ear Troubles	..Liver Disease	..Stomach Diseases	
..Bladder Diseases	..Diabetes	..Dyspepsia	..Eye Troubles	..Neurasthenia	..Stricture	
..Bronchitis	..Diseases of the Prostate Gland	..Emaciation	..Headache	..Obesity	..Tumor	
..Catarrh			..Heart Disease	..Paralysis	..Varicocele	
..Constipation			..Insomnia	..Rheumatism	..Vital Depletion	
			..Impotency	..Rupture	..Youthful Errors	

Name

Street Address

Town **State**

Are You a Twin?

IF you are a twin *we want your photograph*—both yours and that of your mate.

"Twins," says Mr. Wiggam, who is writing our interesting series on heredity, "are the *most wonderful things in the world*. Indeed, owing to recent discoveries in heredity, twins have suddenly become of world-wide interest."

Mr. Wiggam says they teach us more about the problem of heredity and environment than anything in nature.

We want the photographs and histories of at least one thousand pairs of twins. The Carnegie Institution Eugenics Record Office, under whose auspices Mr. Wiggam lectures on heredity, is gathering statistics of all the twins in America.

Mr. Wiggam will write about them in a later issue of PHYSICAL CULTURE, and tell you "WHAT WE CAN LEARN FROM TWINS." This article, like all Mr. Wiggam's essays on heredity, will be full of startling facts and dramatic revelations on *what twins teach you about yourself and your children.*

Write us freely about yourselves; facts such as can be published with your photograph, and, if you have them, photographs at various periods of your life, for printing in the magazine.

Among other things, Mr. Wiggam wishes to know the following:

Age, sex, name and address.

Are you alike or unlike in appearance?

Are you fond of each other?

Do you usually agree or disagree?

Do you like the same foods?

Have you any similar pet aversions?

Do you like the same studies?

Do you succeed equally well in school?

Were you both raised under the same environments?

If under different environments has that made you more unlike?

Were you ever separated long? If so did that make you unlike?

Are you in the same occupations?

Do you grow more alike, or unlike as you grow older?

Are there any other twins among your family or among your parents, grandparents, uncles, aunts, or cousins?

Twins are of such amazing interest that you will be serving the cause of humanity and perhaps "doing your bit" in the vital though gigantic task of improving the human race by sending the stories and photographs of yourselves to the editor of PHYSICAL CULTURE, so that Mr. Wiggam and the Carnegie Institution may study the facts you can give. If you are not a twin but know of an interesting example, send us the facts and if possible the photographs.

Wait for Mr. Wiggam's article and you will find why there are no other beings among humanity equal in interest and importance to a pair of twins.

Michigan's New Governor

(*Continued from page* 40)

into the twenty-year old crowd. Notwithstanding my youth, I was able to cope with all of them. And I secured a reputation as a pitcher that will always cling to me in that community.

"I remember on one occasion making what was then considered a record, by fanning thirty men, one after the other. Not one of them got to first base. Naturally, it would be hard for the average person to believe a statement of this kind, but you must remember that at that time a curved ball was new.

"About the most enjoyable period of my life was the time that I spent in the pitcher's box. When I was pitching to men who had previously had no experience with curved balls I would watch the expression of their faces as they came to bat. As the ball came across the plate, they would strike at it vigorously, impressed with the idea that they would next see the ball soaring in the air over the field. And when the ball whizzed by them without touching the bat, the expression of blank astonishment that would come across their faces would almost convulse me with laughter!

"You can imagine the fun I had pitching to those men one after the other, as they helplessly endeavored to strike the elusive ball. For me it was better than a comedy. The fellow members of our nine looked upon me as a 'wonder.' And I thought so too at that time. Doubtless many of the games were won because of my pitching, though I do not feel that I deserve any special credit for it. I was in perfect physical condition, as strong as a panther, live and active to an unusual extent. My work in the stave mill had accomplished this for me.

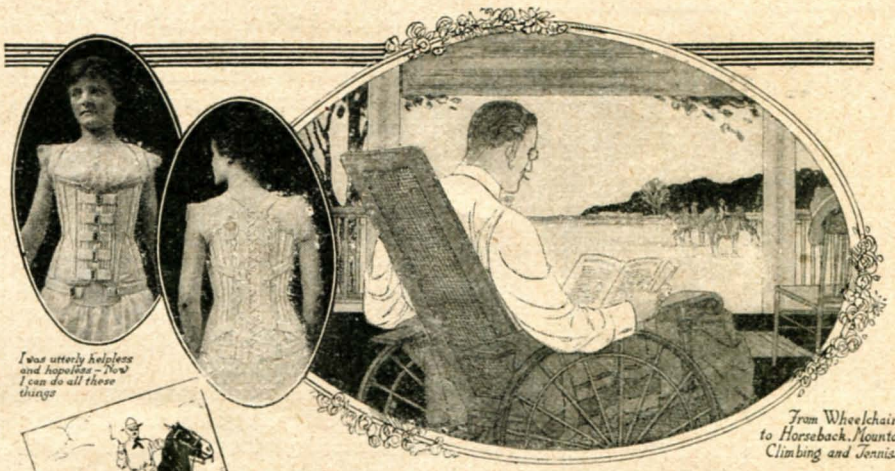
"I will never forget a game that we had on one occasion at Dresden, Canada. There were two big negro boys on the opposing team. They had never seen a curved ball, and I could see by the confident grin on their features when they came to the bat that they had visions of sending the ball to the outer end of nowhere.

"As I learned afterwards, they were supposed to be unusually good batters. I did not say anything, but my thoughts were busy, and I concluded to give those colored fellows a big surprise.

"By this time I had gotten the curved ball down to a real science. I could throw the down-shoot, the in-shoot, the drop, and had acquired a higher degree of confidence in my pitching abilities.

"When the first negro appeared at the bat, he grinned at me and showed his teeth, as much as to say 'Send her along, and I'll show you!'

"Well, I sent her along, and the first ball made the negro dodge, as he thought out of its way, but the ball whizzed over





Wonderful Help for Crooked Spines

From sitting on the porch of his ranch house, in a wheel chair, absolutely helpless with an injured spine—to riding a broncho, climbing mountain trails, jumping streams, playing tennis and baseball is the remarkable experience of Mr. E. L. K. Rice, of Okimah, Okla.

From suffering such agonies of spinal pain she seriously contemplated suicide—to doing her own housework and is able to tramp miles through the woods and up the mountain side for hours, without pain, is the story of Elizabeth Goerzen, of Los Angeles.

The Philo Burt Method does nothing miraculously—such recoveries from spinal deformities are everyday happenings in the lives of our patients.

A well known Iowa physician and surgeon says his patient was bedfast (spinal tuberculosis) for nearly two years, absolutely helpless, had to wear a jury-mast extension even in bed—five minutes after the doctor applied the Philo Burt method of Spinal correction his patient was in the auto with him taking a long ride without pain or discomfort; today he walks or rides everywhere.

Two Doctors Certify Recovery From Spinal Tuberculosis

Mail-carrier J. E. Michael, Westernport, Md., says his two physicians have given him a certificate (for U. S. Civil Service) of freedom from tuberculosis of the spine since he used the Philo Burt method.

Imagine the happiness of her parents when the little Anderson girl, at Warren, Pa., was restored to perfectly normal health after spinal tuberculosis had caused such extreme curvature of the spine *her knees were drawn rigidly against her chest.* Her father writes that now she is well by using the Philo Burt method and does all the things at work or play that other normal children do.

General Manager Lawrence, of the Norfolk (Va.) Marine Railway today by use of Philo Burt method of spinal correction walks a mile to and from his home and office—before he could not turn over in bed alone, nor could he walk at all.

Try the Philo Burt Method 30 Days Free

Over 40,000 people throughout the U. S. are healthy and happy today who would have been hopeless, helpless spinal cripples — many of them bed-ridden if they had not used the Philo Burt method of spinal correction. We could give you stories enough like the above, each properly authenticated, to fill this magazine from cover to cover—stories of little children and grown men and women who could not stand erect, others who crawled along the floor unable to walk like humans yet today through use of Philo Burt method of spinal correction they are working or playing about, agile, supple and happy as any normal person should be.

These are not miracles we are telling about but the everyday happenings from common-sense application of scientific principles to correct any spinal deformity or weakness. The Philo Burt Co. does not want anyone's money if unable to benefit them. We require everyone writing us to give a careful and complete description of the case, kind of spinal trouble, length of time afflicted, age, etc. We make the Philo Burt method of spinal correction fit each individual case by actual measurement and allow 30 days free trial in your own home with a guarantee to return the purchase price if the patient is not satisfied. Every bank and every business house in Jamestown will vouch for our success and honesty. It is never too late to be relieved of spinal pain and discomfort. The above radical recoveries should prove that. Write today giving full information of the case to be treated. We have successfully treated cases of infants two and one-half years old and men and women of all ages up to over 85 years of age.

A valuable book on spinal troubles, their treatment and possible relief by the Philo Burt method, with innumerable instances of just as wonderful recoveries as are detailed here is sent free to any address when request is accompanied by a description and full information of the case to be treated. Write today to

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Nervous Diseases

We have reprinted from a leading Health Magazine a series of articles by Dr. Biggs, treating on Nervous Debility, Melancholia, all forms of Neurasthenia, Nervous Dyspepsia, and other nervous diseases. The articles explain the cause of ailments and fully describe the treatment employed at the Biggs Sanitarium in such cases.

A copy of the pamphlet will be sent FREE to any address on request.

THE BIGGS SANITARIUM, ASHVILLE, N. C.

Why Do You Commit Slow Suicide?



Your body is a chemical composition of 14 elements (iron, calcium, phosphorus, chloride, sulphur, potassium, etc.), and if one of these important elements is lacking or not present in sufficient quantities, disease sets in.

Your body is made over all the time. Old cells break down, new ones must be built. There is no particular month in the year for this process, the change is constant.

For example. Your kidneys are composed of millions of single cells. When these are worn out, they break down and must be replaced. Now if you have not sufficient building material in your system, the new cells will be poor in quality. Many poor cells make a poor kidney. Result—faulty elimination and Auto-Intoxication. Slow suicide begins.

Your heart is nothing but a muscle made up of millions of single cells. A weak heart composed of weak cells is a constant danger to life. The same takes place in your lungs, liver, and every other organ. YOU WILL SEE NOW THE IMPORTANT PART MINERAL OR CELL SALTS PLAY IN YOUR LIFE.

What we have said of the different organs holds good for the blood. Without healthy blood no healthy, normally functioning organism. Rich, properly composed blood is life itself, evidenced by bright eyes, ruddy cheeks, the elastic step with bloom and vigor of youth.

Our Mineral Salt Treatment

consists of YOGHURT, VEG. COMPOUND, VEG. BOUILLON. The first will eliminate accumulated poisons from the system, the other two supply the lacking MINERAL—or—CELL SALTS in organic form (prepared by NATURE, not chemicals, hence perfectly assimilative and digestible). The cure lasts 2 months and it is indicated for all ordinary ailments and diseases (Constipation, Anemia, common Liver, Bladder, Bowel, Skin, Heart troubles, Rheumatism, Neurasthenia).

Our Phœnix Treatment

WILL GET AT THE ROOT OF OLD, INVETERATE, STUBBORN DISEASES of long standing like Diabetes, Consumption, Bright's Disease, Syphilis, Tumors, Cancer (in the beginning) Arterio-Sclerosis, Bladder—Kidney—stones.

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A Wonderful Little Book of Health and Life

Tells how to get well without Medicine.
How disease is caused.
How food can be Life or Death.
What Malnutrition means—Its Cure.
How food or Fasting Cures.
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How to cure Gall Stones and prevent them forming.
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the plate just the same. His eyes grew as big as saucers, and he looked at me with an expression of astonishment that made me laugh in spite of my endeavor to control myself.

"Then I sent another one over the plate. He thought it was so far out of the way that he failed to strike at it. That was two strikes. The next one he apparently decided to strike at, regardless of the outcome. The bat whizzed through the air as the ball landed safely in the catcher's glove.

"I never saw such a crestfallen negro in all my life! He looked at me as though I were a curiosity of some sort, and walked away like a dog with his tail between his legs.

"The other negro was the next batter. I saw him say a word or two to his companion as he passed him. But you could not destroy his confidence. The failure of his companion did not phase him in any way. He was going to knock that ball to kingdom come! That was his attitude as he took his position at the plate.

"He did not even smile as had his companion, but there was a grim, determined expression on his face that showed what he thought he was going to do to the ball.

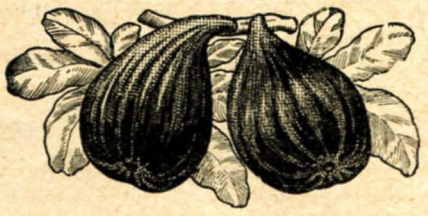
"I kept my face as straight as I could, as I sent a swift down-shoot across the plate. He struck at it with all his might, but without avail. The curved ball was too much for him. His astonishment was about equal to that of the other negro, and he too began to study me with an enigmatic expression. When he missed the second ball the humorous side of the situation appeared to him, and with his bat resting on the plate, he laughed until his sides shook.

"I had to join in, it was too contagious. He struck out as did his friend. My enjoyment of the situation was so keen that it took me a few moments to gain control of myself in readiness for the next batter.

"No matter how long I live, those baseball days will bring up pleasant remembrances. I am glad that baseball is termed the great American game. It is doing more for Young America, in a physical way, than we can calculate. It is building men for the next generation. If you want to get a line on what baseball is doing for our young manhood physically, go to see a game, and observe what well-developed, finely set up, physically fit specimens of manhood take part in the games. And to baseball alone you must give the credit for their splendid physiques.

"Though my parents enjoyed the prestige that I had acquired in the baseball field, my mother frequently criticized me for my lack of ambition in what she termed 'the more important things of life.' You see, baseball was not so remunerative in those days as it is at present, and on numerous occasions she would say, 'Now, why don't you get into

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A vitalizing, force producing tonic food. 2½ times stronger than whole wheat in vital mineral content.

Life-Grain does more than any other health food even claims to do.

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something that holds promise of a real career? I want you to make something of yourself. You don't want to be a laborer all your life, do you?'

"At this time my father was sheriff in Mount Clemens, Michigan. I had frequent opportunity to attend trials because of his official duties. My mother's repeated reminders as to my future finally aroused in me an interest in law as a profession. I suppose my inclination was turned this way because of my admiration for the lawyers whom I had heard orate at different times.

"Oratory was of more importance at that period than at present, and I was profoundly impressed on frequent occasions by the emotional efforts of the lawyers on the various cases that I heard. Furthermore, I yearned for the power that these men seemed to possess. I was especially interested in murder trials, and every time a trial of this sort had to be held, I would always be present. They seemed to have a weird, uncanny attraction for me. And because of my father's position as sheriff, I was able to hide myself away in some corner and listen to the gruesome details of these legal contests.

"I was about seventeen when my ambitions were sufficiently aroused to begin to think of the really serious problems of life.

"My mother was overjoyed when I told her that I intended to study law.

"It took me four years to graduate. Naturally, I was not able to devote my full time to my studies. I had to earn my living during all this period. In fact, there was no let-up in this requirement from the age of eleven when I started to work. I am satisfied, however, that this responsibility placed on my shoulders at so early an age, was no special handicap to me. I developed self-confidence and ability to assume the duties and responsibilities of life, which undoubtedly represented assets that were unquestionably of great value to me.

"I had my usual struggles as a lawyer, but I never lost my love for athletic sports. I played baseball at every opportunity, though I never lost sight of the serious purposes of my life. I believe in hard work. But since I have become a lawyer, my work has to a certain extent been my recreation. If you are not able to fall in love with your work, you will have but little chance of getting anywhere. My work is my hobby. It is, to a certain extent, like playing an exceedingly interesting game all day long.

"My friends frequently warn me that I am over-working, but I do not think work hurts any one. Worry is the real menace that destroys vitality, and takes the life and pep out of a man. And for that reason I try on all occasions to avoid this evil. I have had my ups and downs like every man who is struggling to make something of himself. But I am quite

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Five 9-oz. tins of this mountain-grown fruit and three 4-oz. tins of Titus Minced Olives [for salad and sandwiches] sent express prepaid at special get-acquainted price of $2.00. Order now.

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sure that my advancement has been materially affected in a favorable way by my determination not to worry.

"Undoubtedly this attitude has been achieved partly, at least, by the care I have taken of my physical being. I may fall at the wayside now and then, but I try at all times to keep in trim. I realize that the physical man is to a certain extent in control of one's mentality. His character, his attitude towards life, is affected tremendously by the condition of his health.

"A sick man is a rascal, said a famous author on one occasion, and though I do not exactly agree with these sentiments, a sick man is unquestionably not himself. His whole time is given up to worrying about his ailment, whatever it may be. And furthermore, the minute you lose health, your energy vanishes, ambition, enthusiasm disappear. You are ready to move toward the back seats, among the 'has-beens.'

"The war has unquestionably interested the entire world in the importance of physical training. Notwithstanding my onerous duties and the great cares that I am compelled to assume daily, I find time to exercise. I go to a gymnasium whenever an opportunity is available. Frequently I go regularly for prolonged periods. Gymnasium work squares your shoulders, stiffens your backbone, gives you poise, and adds stability to your character.

"There is nothing like being a real man in every sense of the word. When a man has the self-confidence that accompanies a high degree of physical health it will help him in every walk of life. He is then able to play a man's part regardless of what his activities may be, and you may rest assured that his home life will be happier and more satisfactory in every way because of the possession of health of this character.

"Every morning upon rising, I take ten or fifteen minutes exercise. I usually go through the military setting-up drill, though I do not think it makes a great deal of difference what exercise one takes, so long as the body is used in its every part without strain of any kind.

"I do not believe in violent exercise, though of course an exercise which might be considered violent for one man, might not be considered so for another. As long as you avoid strain, you may be sure that an exercise is not too strenuous.

"Following my exercises, I always take a cold shower and then am ready for the day's duties. After a regime of this kind, I can start out for work feeling as though I were walking on air, my body throbbing with energy, my brain stirred and stimulated in a manner to ensure the best kind of work.

"I am a great believer in the value of swimming. I swim at every opportunity I get. Not only does a swim benefit me greatly as an exercise, but the contact of the water with the body seems to be a tonic of extraordinary value. My physiological knowledge is not sufficient to enable me to define the nature of this physical tonic, but I always find it affects me in that way. Undoubtedly it must cleanse and stimulate the exterior surface of the body, and in this way all the functions are similarly affected. My advice to everyone, regardless of his age, is to 'go swimmin' at every opportunity.

"I also believe in the value of good sound sleep. I try to secure at least seven hours each night, though I sometimes remain in bed for eight hours or longer. I do not retire very early. As a rule it is eleven or twelve o'clock. I arise about seven or eight.

"There is one thing about exercise, however, that I would like to mention, and I think it is important. You ought to be interested. I must admit that I cannot take exercise that is monotonous. I think that if one gets real pleasure out of his exercise, puts vim and vigor into every effort, it is far more beneficial. For this reason what might be termed bedroom exercises are not so valuable as recreative exercises such as baseball, golf, tennis, swimming, and the like.

"I must admit that I have never had time to play golf. It seems to me that a golf player must almost make a business of it. It not only takes a long time to learn to play the game reasonably well, but when once you get the 'mania' it seems to take possession of all your waking hours. You think in golf language, even during the time you should give to business. Furthermore, for my use it takes too long a period to get the desired results. If you are a golf player, you must belong to a golf club, and thereafter your life should be given up almost entirely to the precepts and requirements of the game. This is perhaps a little exaggerated, but it seems to me that golf would be of more value if it did not use so much of one's time.

"I do not know much about dietetics. I usually avoid rich foods and try to confine my diet to wholesome dishes, however. My breakfast, for instance, is usually composed of a grapefruit or an orange, some toast, and a half cup of coffee. In my opinion, it is a mistake to start the day with too much food, especially if you eat a heavy dinner at night. Acid fruits, furthermore, seem to have a tonic effect upon the stomach.

"I believe it is the duty of every citizen to acquire the knowledge essential to give his body proper care. We cannot over-estimate the importance of health. It is an asset of extraordinary value. Any time given to health-building cannot possibly be wasted. I believe that the attention I have given to my body in the past has paid me dividends of incalculable value, and I hope the sentiments expressed in this article will be the means of inducing others to interest themselves in this important subject."

MAKE YOUR BEAUTY DREAMS COME TRUE



Marguerite Armstrong

"Universal Star"

says of "SCIENCE OF BEAUTY"—

I have just finished reading your excellent work, "Science of Beauty." It is the most interesting of its kind I have ever read.

It seems to me that many women desirous of improving their looks and health will find it to their advantage to study "Science of Beauty" and benefit from the many valuable suggestions therein.

Cordially,
MARGUERITE ARMSTRONG.

Science has rivaled nature. Chemists have applied their magic wand. The medical profession has expended its greatest effort in scientifically solving and mastering the problem of beauty for women in all its forms. It is no longer necessary to envy this pricelesss charm. You can possess it—make your mirror reflect sunshine and radiance of supreme beauty that will be envied by your dearest and closest friends. Age is no barrier. You can be 15 or 60 and possess every charm of beauty that nature intended. Regardless of the present condition of your complexion, hair, scalp, mouth, nose, ears, chin, neck, chest, breast or entire form—regardless of your weight—too stout or too thin—regardless of what improvement you desire to enhance your beauty—from the top of your hair to the tips of your toes you can now, for the first time in history possess any or all of these charms. "SCIENCE OF BEAUTY" in eight volumes—eight marvelous books on this vital subject—beauty—contains over 70,000 words. These books cover completely and scientifically in excess of 250 subjects on beauty; diet to grow thin; diet to gain weight and beauty of form through exercising. Every line—every page—every one of these eight books from cover to cover is scientifically written on this one vital subject—beauty. It took in excess of six years constant research work and investigation and cost over $20,000 to prepare these wonderful books for the press. They are complete. They have been passed upon by leading eminent American and European authority as being the most marvelous books ever written on the treatment of beauty and should be in the hands of every woman who appreciates the value of charm, attractiveness and genuine beauty that nature intended. These wonderful books contain hundreds of receipts, formulas and complete directions for overcoming and eradicating every known barrier to beauty, form and health.

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You can now have at your finger tips the secrets of beauty, charm and grace that have been jealously guarded for years by the most beautiful women of America, Europe and the Orient. Every woman can easily, in the privacy of her own home acquire the beauty and charm, the gracefulness and graciousness and the magic personality heretofore enjoyed by a very few who learn the simple secrets that govern beauty of skin, form and poise. Never before have such wonderful books been placed in the hands of women. Every one knows that beauty is woman's birthright. Every one knows that beauty is what gains friends, popularity and social position. And, invariable business success. Use these books for five days free—begin at once to apply the methods suggested. You will marvel at the remarkable improvement in your complexion, in your general power and poise, in your increased friendship and popularity. Decide today to turn from the path of the faded rose—don't let others cast you aside. Place yourself in the lime-light—read the books, they will pave the way to a sure, safe, simple and easy method of beautifying the skin, scalp, hair, face, chin, neck, chest, breast and entire form. And remember, there are no internal treatments—everything is external.

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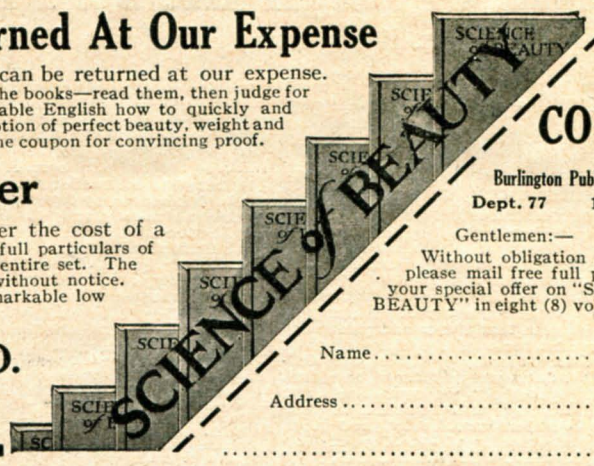
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Build Up Your Flesh

You can build up thin necks, undeveloped busts, etc. You can
Stand Correctly
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Breathe Correctly

You can get a good circulation and strength of all muscles of the vital organs so that all sorts of ailments which depend upon pure blood and strength and position of vital organs, disappear.

How do I know all this? **I KNOW** it because I have accomplished this for over 100,000 women, and **what I have done for one woman I can do for YOU.**

While I am giving you definite, detailed directions, which you follow in the privacy of your room, I am also writing you inspirational letters, holding your ideal before you until you accomplish what we set out to accomplish.

Realize that ***your health lies largely in your own hands and that you CAN reach your ideal in figure and poise.***

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Excess flesh in any part of body
Thin Bust, Chest, Neck or Arms
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If you could read the mail on my desk for one day, you wouldn't hesitate to begin at once.

Physicians are my best friends. Their wives and daughters are my pupils. American Medicine says: "Physicians certainly approve of the splendid work Susanna Cocroft is doing. Miss Cocroft is today probably more familiar with the physical needs of womankind than any other person in America. The world is a much better place to live in because of the success Susanna Cocroft has had in showing her sisters how to live and take care of their bodies."

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Adventures of a Modern Hercules

(*Continued from page* 31)

"Oh no!" I protested. "I couldn't take it, and I can't buy it now; but if you will keep it and let me buy it some day—"

"Take it along and pay for it, if you must, whenever you like."

"No," I said obstinately, "I'll take it when I pay for it."

CHAPTER V

Of course I didn't play the violin all day; I wasn't foolish enough to do that. Miss Beryl did everything she could to make me enjoy myself, and Mr. Darwin seconded her. They wouldn't let either me or Nellie go, but kept us there to dinner. They sent Nellie home in a car after dinner because she said she must go, but they had found there was no reason for my hurrying, so they insisted on my remaining over night.

I confess I felt uncomfortable over staying there in the midst of a luxury I was unaccustomed to, but they were so urgent and seemed so grieved when I protested that finally I yielded. Afterward I was glad I stayed, and so were they.

We had an early dinner. After it Mr. Darwin excused himself to attend to some business, telling me to make free of the house and grounds, and to remember especially that the violins were at my disposal. Miss Beryl took me to the music room as if sure that was the place of my choice; and then she excused herself and left me to my own devices.

I was very glad to be left alone. I looked at the violins and played on the one of my choice a while, but what I most wanted to do was to get out into the fresh air and think over the strange things that had happened to me.

I put on my hat and went out. The place was more like a great park than the grounds about a private house. Near the house it was laid out in flower beds and shrubbery, but further away it was wild and natural, and it was toward that part that I wandered. I found a quiet, secluded spot from which I had a splendid view of the country, and there I stretched out in the shade of some bushes.

I must have fallen into a doze, but I couldn't have slept very long before I was awakened by a murmur of voices and the sound of some one approaching. Supposing it was some of the servants I kept still, thinking whoever it was would pass on and not be disturbed by my presence there. But that wasn't what happened.

There were two of them, as I soon discovered, and they stopped within three yards of me and sat down. I was quite hidden from them and I could only see them indistinctly through the bushes. I could see well enough, however, to dis-

tinguish that one was a man and the other a woman.

I felt mighty uncomfortable and was on the point of getting up and letting them know I was there so that I wouldn't hear any of that lovers' talk which is so interesting to the lovers and so silly to any one else, when I was held fast.

"Oh, Jim," I heard the girl say, "it's dreadful that we have to meet in this secret way. Just think what it would be if we were discovered!"

"I know it, dear," he answered. "I can't bear to think of it. It wouldn't be understood. Your reputation would suffer."

"My reputation!" she cried reproachfully. "It isn't that. The worst they could think would be that I loved a workingman; and I'm proud of that. But if Papa were to find out he would move heaven and earth to separate us."

"The honorable thing," said the young man, "would be for me to go to your father and tell him the truth."

"It might be honorable, Jim," she said, "but unless you would run away with me it would mean the end for us. I'm willing to wait, dear, just as long as you please, but I can't give you up."

That was a sentiment the young man evidently approved of, for there was a long silence; and I didn't need to be very clever to know that he was kissing her.

And while he was doing it I had time to wonder what I ought to do. Miss Beryl was the girl. Who Jim was I didn't know. I don't mean I had any notion of interfering. I knew it was no business of mine. It was plain that the young fellow was all right. He wanted to do the manly and honorable thing. The fact that he was a workingman might be against him in Mr. Darwin's mind, but it wasn't in mine.

No, what I was wondering was how I could get away so that Miss Beryl would never know that I had discovered her pretty little romance. But I didn't have to do anything; it was decided for me by their getting up and saying good-bye. They said it as I suppose lovers generally do—with few words and many kisses.

Jim went away alone, leaving Miss Beryl to follow later. She took it into her head not to go home yet, however. Perhaps she wanted to think out her problem, or maybe she just wanted to dream about Jim. Anyhow she sighed after he was gone and came around the bushes—and saw me lying there.

She gasped, and her pretty face went white and then red; and she just stared at me in dismay and maybe with more than a little anger.

"You heard?" she demanded.

"I couldn't help it, Miss Beryl," I answered, getting up. "I was here when you came. I thought it was some of the servants and that they would pass on. I'm sorry, indeed I am."

"You won't tell Papa?" she asked, quick to see that I hadn't been to blame.

"Of course I won't," I answered.



"I'm not going, May! I don't enjoy meeting people with this growth of unsightly hair on my face."

ARE YOU denying yourself the pleasures of society because you are sensitive about superfluous hair? Are you brooding and worrying, becoming despondent, lonely and bitter because Nature has afflicted you with this beauty-destroying blemish?

Do not despair—there is hope for you. Thousands of other women, suffering as you are, have sought and found permanent relief.

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Many are practically harmless to use.

But none of them permanently destroy hair, because they do not and cannot kill the hair root.

You may have used some of these preparations. If so you have found relief but not a cure for your embarrassing blemish. And more annoying still you have found the growth of hair more sturdy and conspicuous after the effect of each application has worn off. Still we say, do not despair.

There Is a Method That Will Positively Relieve You Permanently

of all unsightly hair by enabling you to kill the hair root, personally and in the privacy of your own home.

This is the MAHLER METHOD—

The only recognized, established and guaranteed method for the home treatment and lasting removal of superfluous hair.

There is but one means of destroying for all time a growth of superfluous hair. This method has been practiced for over 40 years by dermatologists and specialists in this country and abroad. High prices are charged for such service and only in a few big cities can experienced operators be found, even if one is willing and able to pay the price.

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Mr. D. J. Mahler has adapted and simplified this recognized successful method so that any woman can now use it in her own home.

The Method Is Endorsed by Physicians

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It is the one method you must eventually use if you are to rid yourself permanently of superfluous hair.

If you can afford to spend the money to remove your blemish we advise your coming to Providence to see Mr. Mahler and let him treat you personally, or else place yourself in the hands of a reliable professional nearer home.

But if You Desire to Remove Your Blemish at Small Expense

write at once to the address below and receive full information about the Mahler method of home treatment, which we guarantee to accomplish in your own home, the same results you would get in the office of the world's most exclusive professional practitioners. The method is painless, harmless and comparatively inexpensive. This coupon will bring you full particulars, for which there is no room here.

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Dear Mr. Mahler: Enclosed find three stamps, please send me full information about the Mahler method of permanently removing superfluous hair.

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A Beautiful Complexion You Can Have



A DULL, rough, sallow or florid skin, or pimples, blackheads, acne, eczema, enlarged pores, and eruptions, **are not diseases,** they are only manifestations or symptoms; they show that your blood is impure. When your blood stream is purified these symptoms will disappear like magic. The only way your blood can be made pure is with the food you eat—Your food determines whether or not your blood will be pure or impure and the purity of your blood determines whether or not you will have a soft, healthy, youthful, beautiful complexion or a dull, rough, sallow, pimply, unattractive complexion. In other words, the way your food is selected and combined determines wholly, whether or not your face will attract or repel, whether it is an asset or a liability.

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"No, of course," she agreed quickly, "a brave man like you wouldn't do such a thing. Forgive me for saying it, but I'm so worried I don't know what I'm saying. I suppose you think I'm wrong in deceiving Papa, but I love Jim. He's splendid; really he is."

I was only a boy, you must remember, and a pretty romantic one. "I guess he is," I said. "He talked as if he was square and straight and wanted to do the right thing. He ought to be the best there is to have your love. I only wish I could help you."

That was enough. She made me sit down and sat beside me while she told me all about Jim. She had met him at a picnic her father had given to the factory hands on his grounds. She had fallen in love at once and so had he. That was about the story. Somehow they had met a great many times, and somehow she had got him to tell her he loved her.

"I pretty nearly had to propose to him," she said, blushing and laughing. "I don't think he ever would have done it if I hadn't encouraged him. He is so splendid and high-minded, Mr. Sabatino. Would you mind if I called you Clevio?"

"You may call me anything you like," I answered.

"And you'll call me Beryl. And tomorrow you'll go see Jim and make friends with him. He knows all about you."

"I'll go see him, Beryl," I said, speaking her name with difficulty; "but what will your father say to our calling each other by our first names?"

"Oh, that'll be all right. I'll tell him I couldn't be ceremonious with you after your saving our lives. He knows my way; and he likes you."

As it turned out, it was all right. She called me Clevio before him and insisted that he do the same. He laughed, as he did very easily at things she did in her impetuous way; and we sat up till quite late that night, he smoking in the library while Beryl and I sat on the veranda. She told me more about Jim and I told her some of our family traditions, like the boy I was. And we were such good friends when we said good night that I believe she would have kissed me if I'd had the courage to meet her half way; which I didn't.

I went straight to sleep when I went to bed, as I usually do, but some time in the night I was waked by a loud scream. I started up in bed, not sure I hadn't been dreaming. There was no other scream, and I was just about to lie down again when I heard footsteps in the hall.

My first impulse was to try to go to sleep again, but something urged me to get up and look out into the hall. It was a very good thing I did, for when I opened the door I saw three men there, one of them carrying what looked in the dim light like a woman.

I had on a pair of Mr. Darwin's pajamas so I stepped out, although I still had the feeling that I might be thrusting

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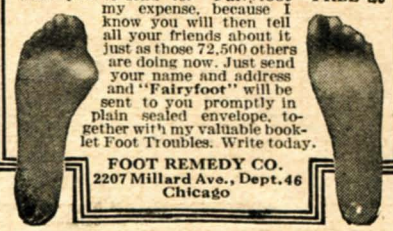
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myself in where I had no business to be. But at the sight of me, one of the men drew a revolver, and pointed it at me with an oath.

At that it flashed over me that there was work for me to do, so instead of jumping back into my room as it would have been prudent to do, I sprang at the man. He fired, but the bullet only grazed my arm, luckily.

I rushed the man just as he fired again. I hit him a blow that must have caught him on the jaw for he fell in a heap. Then I grappled with another of the men and by good chance got him over my hip and gave him a toss that sent him headlong down the wide stairway. Then I went for the man who was holding the woman. He was hampered by his burden but was trying to get to the stairway.

He was a big man, but he was no match for me. I managed to get a hold on the woman and at the same time gripped him by the throat. He released her to try to defend himself, but I flung him furiously away from me and he went tumbling down the stairs backward.

I was in a rage by this time, for I sensed that the limp form I held was that of Beryl; and it flashed through my mind that the enemies of Mr. Darwin had been trying to kidnap his daughter. I turned to see what had become of the man who had shot at me, and saw him crawling to the stairway. I don't know what I would have done to him if I had dared put Beryl down, but as it was I launched a kick at him that caught him fairly and sent him heels over head down the stairs to join his companions.

I shouted for help, wondering why the house remained so silent after all the noise we had made. Not a soul appeared, but in the dim light of the hall below I could see the three men staggering to their feet. I knew they had pistols and was afraid they would fire and perhaps injure Beryl, so I ran back into my room and closed the door.

I turned on my lights and saw at once that my guess had been right—it was Beryl I held. She moved and opened her eyes. She looked into my face with horrified eyes and stared at me.

"You are safe now," I said.

"Oh-h!" she gasped. "I was so frightened. Where are they?"

"I threw them downstairs," I said, so embarrassed at holding her in my arms when she had so little clothes on that I hardly knew what I was saying. "What happened?"

She struggled to her feet and stood there clinging to my arm. "I don't know. I was asleep and waked to see three men in my room. I started to cry out when one of them put his hand over my mouth and snatched me out of bed. I was so frightened that I think I must have fainted."

Even under the circumstances I was so concerned lest she should be found in my room with nothing on but her nightgown

The Vital Reason for the Internal Bath

In Chicago recently, there was held a gigantic political meeting that attracted a crowd of some 15,000 men and women of varying ages. On the outskirts of the assembly stood a physician with a friend. Turning to his friend, the medical man said, "I'll wager that in this vast throng there aren't 100 persons who are in anything like normal health."

Much as we dislike unpleasant truths, there is significance in that physician's remark, for all of us. Few of us can honestly say that we are over 50 per cent efficient.

We all want to be free from disease or ailment of any kind. We all want to have pure blood, normal heart and sound nerves. We all want to enjoy restful nights and active, vigorous days. Yet most of us are half the time blue and worried, all the time nervous, and most of the time actually incapacitated by illness.

And why? Largely because we do not follow a few simple rules in the care of our physical condition. How many of us, for instance, practice internal bathing? True it is that this means of improving the physical condition is growing in use every day, but there are thousands of us yet who are strangers to the benefits of the Internal Bath.

The need for internal bathing is due simply to the fact that we have within our bodies such an organ as the large intestine, commonly called the colon. Accumulating waste as it does, the colon is the bane of our health. The waste is toxious, which means poisonous, and as the blood flows through the walls of the colon, it absorbs the poisons and carries them through the circulation. That's what causes Auto-intoxication—which in plain English means "Self-Poisoning," a condition which pulls down our powers of resistance and renders us subject to almost any serious ailment that may be prevalent at the time. And the worst feature of it is that few of us know when we are "Auto-Intoxicated."

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that I ran to the door and opened it. There wasn't a sound to be heard; and when I looked out I could see no one.

"Better go put some clothes on," I said, "and then show me your father's room."

She was just that simple, straightforward sort of a girl that she hadn't been a bit troubled by being in my room. "Oh, Papa!" she cried, forgetting herself at once. "I won't be a minute." And she ran into her room.

I pulled on my trousers and put on a coat and was waiting for her when she came out with a wrapper on. The men had disappeared from the hall below, but I was too concerned about Mr. Darwin to care what had become of them; though I suppose if I had been wiser about such matters I would have followed them up in the first place.

"Come!" cried Beryl, and pulled me toward the door of a room.

It was her father's room; and we found him tied and gagged and lying on the floor. We freed him in a few moments and he struggled to his feet. He had been so tightly bound that he was numb. His first act was to take Beryl in his arms, and his first words were, "You are safe."

"Thanks to Clevio," she said, giving me a smile that Jim might have envied.

"They told me they were going to kidnap you and make you pay for all the wrong I had done the workmen," he said hoarsely.

"They're not workmen," I cried quickly; "workmen don't do such things. I'm going down to look for them."

"No, no!" Beryl panted, "you may be hurt." Then she smiled. "Oh, I forgot; you're the one that does the hurting."

"I'll go with you," said Mr. Darwin.

"I'll go too," added Beryl.

We tried to dissuade her, but she insisted so we let her go.

CHAPTER VI

I went ahead cautiously, but there was no danger; the men had gone, the house was empty. But what a scene of devastation! The lower part of the house had been fairly looted. The safe where the silver was kept had been opened and emptied; and later we found that the cabinet containing the violins had been practically emptied. At that I was more furious than over anything that had happened excepting the attempt to kidnap Beryl. I felt as if I had been robbed of my most precious possession.

The part of the house in which the servants slept was separate from the main house, and we found that it had been secured against intrusion on their part. The servants, however, had not been disturbed by the noise in the main house, and were terror-stricken when they learned what had taken place.

There was no more sleep for us that night, which, by the time we were through looking over the house and rousing the servants, was nearly gone anyhow; so we went to our rooms and dressed.

When we met again downstairs we found that Mr. Darwin had not only notified the police but had also called up a detective who had done a great deal of work for him, and who had said he would be out from New York as quickly as a high-powered car could bring him.

"I'll run these wretches down," snapped Mr. Darwin, "if it takes every dollar I have." The more he thought of the outrage, the more furious he was. "It's the work of some of the men in the mills who hold me responsible for the strike."

Beryl and I couldn't agree with him and we said so. He cut us short, telling us we didn't know what we were talking about.

We had an early breakfast, and I was for leaving at once; but Beryl cried out against my going, saying she wouldn't feel safe if I left. And Mr. Darwin begged me to stay until things were more settled; and then he made me an offer of a large—to me—sum of money if I would remain for two weeks anyhow. I said I would stay without being paid for it, as long as Beryl needed me. But she insisted that I should accept the money, and I finally agreed to do it.

The police came before the city detective reached there. They looked over the house and heard our story of the attempted abduction and looked very wise. They readily agreed with Mr. Darwin.

"It was some of those I. W. W. and anarchists," said the chief.

They went before the detective arrived. He was a quiet, modest looking little man of about forty, and didn't look a bit like any detective I had ever read of. I would have picked him out for a bank clerk at first sight.

He listened to everything we told him and he looked carefully at a great many things the police had simply glanced at. He stopped at the big safe in the library and studied it minutely while Mr. Darwin told him of the silver it had contained, and of Beryl's jewels.

"How much were the jewels worth?" the detective asked.

"About one hundred thousand dollars," he answered carelessly.

"It's odd," said the detective with a puzzled air, "but it looks from the way the drawers have been taken out and the papers tossed about as if the thieves were hunting for some special thing. Were you supposed to have any particularly valuable object in here?"

I happened to be looking at Mr. Darwin at that moment, and I saw his face go suddenly white and drawn. He collected himself before the detective looked up, however, and answered no, that there had been nothing of value in the safe excepting the jewels and silver and the papers which were of no value to any one but himself and which the burglars had left.

The detective studied the signs left by the thieves outside the house and finally

(*Continued on page* 111)

Pages 107-108 missing from source material.

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Read the amazing testimonials presented herewith that prove the extraordinary value of natural methods as described and used in our institution.

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Our rates are lower and more speedy improvement can be secured at this time. You can secure more attention from doctors and attendants during this period of the year.

Therefore, come now; don't wait for the Summer.

MARVELOUS CURES

Visited Principal Sanitariums of the World—Found Relief After All Other Methods Failed



ALEXANDER MOSELEY

Gentlemen: It is indeed a pleasure to me to express my sincere gratitude to the staff of the International Health Resort for the treatment and care I have received at their hands.

I have been to all the principal sanitariums through the world, including Vichy, Baden Baden, Aix-les-Bains, Bad Norheim, Carlsbad, Contreville, and also Miyanoshita, in Japan, and have concluded that yours is the greatest human repair shop in the world. I may add that I feel that this system is in advance of the others at least half a century.

Should I have paid ten times the amount I have paid, I should be perfectly satisfied, and feel that my life would be prolonged ten years by the benefits obtained there, as well as the inestimably valuable information gotten in regard to the proper methods to be adopted for maintaining good and perfect health.

I do not go into details as to the many troubles I had, but suffice it to say that I have been under most eminent specialists in New York, Paris, London, Berlin, Vienna, Constantinople, Cairo, Tokio and San Francisco, and have paid them thousands and had failed to obtain what I have at the International Health Resort.

I never knew the real meaning of feeling myself before, and I never realized that such glorious joy was awaiting me until I had known and felt the results of your methods.

I trust I have not tired you with this statement, but I feel it my duty and pleasure to express my gratitude to you.

Yours respectfully,
ALEXANDER MOSELEY.

Suffered From Constipation and Hip Trouble—"Now a New Man, Bubbling Over With Hope and Ambition"



VIRGIL A. MECK

Dear Sirs: It is now three months since I departed from your Health Home, from the many good and helpful friends and pleasant surroundings. As your records show, I arrived at your institution March 6, 1915, remaining but twelve weeks. Your records will show the marked improvement in my condition when I departed, which naturally was mighty gratifying to me.

Those three months were the most profitable period in my existence, and, after years of suffering, any sane man would be delighted to sing the praises of those who were instrumental in bringing about the transformation.

When I came to you I was in a terribly depleted and sluggish condition. When I came away I felt like a new man, bubbling over with hope and ambition.

As you will recall, my trouble was constipation, from which I suffered for years, the trouble being greatly aggravated by the frequent use of all kinds of purgatives. Since my return home the bowels have been doing their duty with clock-work precision, with no trace of hemorrhoids which had accompanied the previous condition. A slight spinal curvature in the lumbar region does not trouble me any more, and I can stoop and sway my body at any angle without suffering, which before was not possible. The right hip having been dislocated from childhood, was constantly growing worse, the circulation becoming slower and the ligaments and muscles of the adjacent parts becoming more contracted and painful. From this disorder alone I suffered agony for seven years, and I am mighty pleased to be able to state that now I am enjoying greater ease than for years.

The circulation has so improved that the parts contract very little and the inclination to do so is constantly growing less, as I am religiously following the instructions received at the Health Resort.

To me all of this is remarkable, because I alone am able to compare my present condition with the impressions remaining of the past suffering.

I feel I have made an entirely fresh start in life, having a clearer brain, finer muscles and more zest for life. I am enclosing likeness of myself portraying my present condition, which is a wonderful improvement over my former dilapidated condition. My present development is the result of the light exercises you recommended, and now I am about to undertake heavier work.

I am convinced that any sufferer may find relief or cure from your method of Nature-cure.

While at the Institution I was made to feel perfectly at home, and received the most courteous treatment from the management and doctors, all of whom were so pleasant and helpful as to charge the atmosphere with health and energy.

I will close by saying that the benefits acquired at the International Health Resort in an educational way equal the cure of disease, for it is more important to be taught how to keep well than to be made well.

Sincerely yours,
VIRGIL A. MECK,
Strasburg, Pa.

Constipation for Twenty Years—Bowels Restored to Normal Activity by Natural Methods

REV. J. F. DINGMAN

Dear Sirs: Before leaving the International Health Resort I wish to express my appreciation of this great institution—great as to its size and equipment—great as to the principles for which it stands and the system which it daily put into practice—great in its growing reputation, for it "Turns out the goods'"—great in its relation to sick and suffering humanity.

All this is brought forcibly home to one, who, like myself, has lived in the institution for four months and met patients not only from all parts of this land and Canada, but from other lands as well. When one not only sees but experiences, the successful working out of the Natural Methods in treating disease, conviction as to their value becomes very real. Most of the patients, like myself, come to the Health Resort only after we have for years been doped and deceived by the use of drugs, until our suppressed and wrongly treated acute diseases have become chronic. Even then, Nature stands as ready to bestow her blessings upon us if we obey her laws, as she was before to deal out her punishments when her laws were disobeyed—"Whatsoever a man soweth, that shall he also reap" is a universal inexorable law. We come to the Health Resort that we may retrace our misguided steps—that we may get back to Nature's laws of health, which are God's laws.

In so far as possible our broken down systems are made over—rejuvenated. After fifteen or twenty years of constipation and the daily use of pills or opening medicine, my bowels have been restored to normal action. A very low blood pressure, which evidenced a weakened vitality, has been brought up practically to normal. My thin, scrawny neck has become rounded and full. My body, which for many years had resisted all efforts to make it increase in weight by feeding patent medicine methods, has put on 19 pounds of good, solid flesh above what I have weighed for years. My color, blood circulation, heart action and elasticity of muscle have been greatly improved. Although married for twenty-seven years, my wife has never seen me as heavy in weight as I am now. At 49 years of age this is more remarkable than if I were 25 or 30 years old. The eliminative process, followed by a diet of pure

(*Continued from page* 106)

brought us all to the veranda and sat down, his face very sober. "Mr. Darwin," he said, "dismiss the idea that any workmen have had a hand in this. Everything points to an unusual combination. The men who bound you and tried to abduct Miss Darwin were evidently ordinary brutes. The fact of their saying they were doing it in the interests of the workmen proves that they were not. Besides, as I understand it, you are in no way responsible for the trouble, and that the workmen know it. Maybe some of the hot-heads tried to wreck your car yesterday, but this affair is of a quite different character. That safe was opened by an expert of the first class; and he was so much of an expert that he wore gloves so that he would leave no finger marks. He even was careful enough to wipe clean any part he might have had to touch with bare fingers. There seems to be a touch of malice in taking the things that were stolen. Some things were left that have intrinsic value, while other things of less value or no value at all to a thief, were taken. Those violins, for example, will be almost impossible to dispose of at anything like their value."

As the detective went on in his quiet, assured way, I noticed that peculiar expression come into Mr. Darwin's face. It was as if fear were gripping him.

Mr. Gibbs, the detective, continued, staring off into space as if to keep the thread of his thoughts unbroken: "Then there is no doubt that the man who opened your safe was looking for some particular thing, a document perhaps, that he hoped or expected to find there."

"No," ejaculated Mr. Darwin in so odd a tone that the detective turned and looked at him a moment.

"I think so," the detective said quietly. "The whole affair has the appearance of being the work of a well-drilled band. There were at least ten men engaged in it, and two automobiles; and if it had not been for the unexpected presence of this young man—" he looked me over curiously—"your daughter would now be a prisoner in their hands. It looks to me as if plunder was not the real purpose of their visit here. Do you wish me to go on with the case without regard to expense?"

Mr. Darwin hesitated for the fraction of a second. "Yes," he said finally; but there was no heart in his assent.

I was young, hardly more than a boy, and I knew nothing about such matters as this, but I couldn't help feeling that there was a mystery hidden in it. I was sure the detective felt so too. Also it was plain that Mr. Darwin was more troubled after the words of the detective than he had been before. It was as if a new light had been shed on the events of the night.

The detective went about his task in his own way, and Mr. Darwin took to his library and locked himself in after

once more begging me on no account to leave but to remain and guard Beryl. Of course I promised to do my best, but somehow the way he looked and acted made me very uneasy. And two days later I was troubled more than ever.

I had made it my business since the robbery to go quietly about the grounds looking for I hardly knew what; and I had noticed that Mr. Darwin was doing the same thing. I wondered what he was looking for, but asked no questions and kept out of his sight.

The afternoon of the second day I was going about as usual in a secluded part of the grounds, but not far from the house, when I came upon a sheet of paper lying in the path. I picked it up idly and read it. It was written in a clear, strong hand and read: "You'd better come across, Dick Swift, or worse will happen. Take good advice and play fair. The next time we'll get the girl. Call off the detective or he may discover something. Redbird."

I had finished reading this when I heard hurried steps coming toward me. Moved by a sudden impulse I dropped the paper and hid behind a group of shrubs, intending to spring out on the approaching person if he proved to be a stranger.

It turned out to be Mr. Darwin. He came along searching the path anxiously. He uttered an exclamation of relief at the sight of the paper, and leaped toward it and snatched it up. He glanced at it and then thrust it into his pocket and walked off. I remembered then that he had been out this way earlier, and I knew that the message had been intended for him and that he had already read it and probably dropped it.

I couldn't guess what the message meant and I felt that I ought to consult with somebody cleverer than I. But with whom could I consult? Not the detective, not Mr. Darwin, not Beryl. It was then that I first thought of Jim Carson, Beryl's sweetheart. I knew he would be the one person I could trust, and I determined to see him and talk the whole matter over with him.

Then, right on top of that as you might say something else happened. It was the next day. Beryl was in her room and Mr. Darwin was in the library, where he spent most of the time that he wasn't prowling about the grounds.

I had gone further away from the house than usual and was in the wilder and more rugged part of the grounds. I was standing near the edge of a high cliff, looking off over the country and trying to make up my mind how to see Jim Carson when I heard a slight noise behind me and turned quickly just in time to see a strange specimen of a man creeping toward me. I had a horrible feeling that he had been meaning to push me over the cliff. I knew that if ever I went over there I would end in a mangled heap on the rocks far below.

I looked about for a way to get out of

sweet milk or sumik for weeks, is wonderful in its effects. The massage, the varied baths and other treatments play a large part in assisting Nature to perform her wonderful cures. The daily exercises in the gymnasium, bringing into activity every muscle of the body, assist every organ to function properly, besides being really entertaining in their interest.

The personnel of the staff and the patients combine to make a cheerful homelike atmosphere, until one repeatedly hears expressions like this: "Wish I could stay longer," "It is hard to break the ties and friendships formed here," and many will no doubt be continued for years to come. There is so much to interest and so much to do and so much to learn that the days glide by very rapidly.

One more thing I must mention, and while I speak for myself, I am sure I voice the feelings of all patients, when I say that the enlightenment and instruction of the daily morning health talks is worth as much to us as the physical restoration we may receive. We are taught how to live that we may get well and keep well ourselves, and at the same time how to help others, which, after all, is one of the greatest sources of true happiness.

I want to add also that the cessation of the regular daily routine on Sunday, and the Sunday afternoon religious service, should have considerable weight with all right thinking prospective patients. I appreciate the privilege of giving the message on different occasions to a most respectful and appreciative company of people.

I am pleased to submit the above to you for any use you may wish to make for it, as I feel that under God I am indebted to th institution for much of what I now enjoy.

Yours respectfully,
J. F. DINGMAN,
Pastor of the First Baptist Church, Mount Forest, Ont., Canada.

Diabetes Cured—Doctor Said, "Had But One Year to Live"—Now "Enjoying Perfect Health"

Chicago, Ill., June 20, 1912.

Dear Sirs: I am sure I feel very grateful for the great benefit I derived from my stay at your Health Resort a little over a year ago.



MRS. LOUISE ACHILLES

At that time I was suffering from diabetes and, according to one doctor's statement, had but one year to live. I am enjoying, truly enjoying perfect health and expect to always, now that I have learned, through your teachings at your Health Home and your splendid Physical Culture Magazine, how to live.

I shall be glad to have you refer any one to me, as I cannot speak too highly of your methods. Again thanking you and wishing you success, I am

Respectfully,
MRS. F. G. ACHILLES.

Statement by Mrs. Achilles Four Year Later

March 2, 1916.

I want to say that it is always a great pleasure to hear from your Institution and find it difficult to express the gratitude I feel because of the wonderful, lasting benefits derived from my stay there five years ago. Am still enjoying remarkably good health—thanks to the good lessons learned at the Health Resort.

Should you, at any time, have occasion to refer any one to me, I shall be most happy to tell how you cure to stay cured.

Wishing you every success, I am

Respectfully,
(MRS.) LOUISE ACHILLES.

Diabetes—Given One Month to Live—Cured at Our Institution

I am a traveling salesman. After I was given up to die, I was induced to visit your institution. That was five years ago. Your methods cured me and what is better enabled me to stay well.

Name and address on request.



Cured of Bright's Disease

Four years ago the doctors in Baltimore pronounced that I had a typical case of Bright's disease and gave up all hope of my recovery.

I was persuaded by a friend to go to the International Health Resort. I stayed there for three months. The treatment I received consisted of diet, fasting, plenty of exercise, electric massage and hydrotherapy. For twenty-one days I lived on water and two oranges per day, then for the same length of time I lived on the exclusive milk diet to the extent of six quarts per day. When I entered the sanitarium my arms were extremely small and my waist large. Under the treatment I received there my arms expanded and my waist contracted from forty-two inches to thirt-ytwo inches.

I believe that the trouble with most people is not over-work, but over-eating under-work and lack of exercise. That was my trouble and mine was not an exceptional case. I owe my recovery to the good advice of a friend who had been cured of diabetes, after many doctors had given up all hope of recovery, by the wonderful treatment used in this institution, and who induced me to go there. As he helped me and virtually snatched me from the jaws of death, so I am passing the good word along to help all those who are in a position similar to that in which I found myself. What such methods have done for me they can and will do for you.

JAS. L. BRYSON.

High Blood Pressure Reduced to Normal—Rheumatism of Joints and Constipation of 25 Years Standing Cured by Natural Methods

Gentlemen: It is a pleasure to testify to the benefits I received from an eight weeks' stay at the Health Resort. The usual history of ill health extending over a period of ten or fifteen years was mine until I reached the place where, at the age of 57 years, life was a sucked orange. High blood pressure, rheumatism of the joints, indigestion and constipation of 25 years standing, combined to make life miserable for me and brought me to the place where I had to quit work or drop in my tracks. I consulted doctors for years, spent all kinds of money on them, but to no purpose. Their medicine failed to effect a cure. A few copies of the PHYSICAL CULTURE Magazine fell into my hands and I determined to enter the International Health Resort.



LAWRENCE JOHNSTON

After a few days of your methods I began putting on weight at the rate of one pound a day, many younger patients with assimilative powers less depleted putting on one and a half or even two pounds of flesh daily. The massage and hydropathic treatments seemed to clear away the obstruction in my circulatory system. The exercise and calisthenics I began to enjoy after the rheumatism left my joints and the manipulations have given me a suppleness I have not had in twenty years.

I leave the institution rather reluctantly, for I have made many friends among the patients. I surely have met many interesting people from all parts of this continent. The service has been efficient, courteous and cheerfully rendered. Everything is done to furnish high class entertainments to patients—concerts, readings, lectures, from talented people, have made the evenings interesting. I go out into the world again to take up my work with new vigor and a new lease of life. My blood pressure has come down to normal; my rheumatism has been dropped on the way; my indigestion and constipation have become things of the past.

No small part of the benefits derived from a sojourn here is the knowledge of what caused your downfall and how to live so as to avoid another breakdown. We were given a talk on some phases of health by one of the doctors every morning at chapel. A number of health books are circulating among the patients, all of which I read. All of the patients leave here enthused with the Nature-cure idea. You may use my name and I would answer any inquiries that may be addressed to me, for humanity's sake.

Yours truly,
LAWRENCE JOHNSTON, Chicago.

These testimonials speak for themselves.

We can do as much for you as we did for these grateful patients.

Our prices are reasonable. In some cases special financial consideration can be given to patients where we are sure that extraordinary benefits can be secured, more especially if the person resides in a community that is not represented by one or more of our former patients or patrons. Write for our literature and diagnosis blanks.

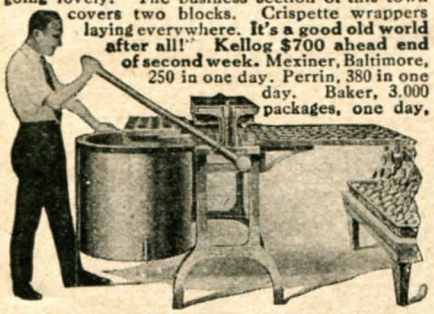
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Making and Selling Popcorn Crispettes with this machine. **Profits $269.00.** Mullen of East Liberty bought two outfits recently, and is ready for third. Iwata, Calif. purchased outfit Feb. 1920. Since, has bought 10 more—his profits enormous. J. R. Bert, Ala., wrote; "Only thing I ever bought equaled advertisement." J. M. Pattilo, Ocala, wrote: "Enclosed find money order to pay all my notes. Getting along fine. Crispette business all you claim and then some." John W. Culp, So. Carolina, writes: Everything going lovely. The business section of this town covers two blocks. Crispette wrappers laying everywhere. **It's a good old world after all!" Kellog $700 ahead end of second week.** Mexiner, Baltimore, 250 in one day. Perrin, 380 in one day. Baker, 3,000 packages, one day.



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Deans Mentholated Cough Drops make life worth living. Just the *necessary* menthol to make breathing easy. There is no ingredient so generally used by nose and throat specialists as menthol. Deans are as carefully compounded as a prescription. Instant relief from irritation and coughing.

Deans is the first mentholated cough drop. Sure, safe and very pleasant. Keep a box in pocket or handbag. Sold everywhere.

DEANS MENTHOLATED COUGH DROPS

danger, but saw in a second that the only way was past him; and I saw, too, that he didn't mean to let me pass.

We stood staring at each other for a few seconds. A sort of grin distorted his ugly face; but I didn't think of that. I was too busy studying the man; and if ever the sight of a man frightened me, it did then. He wasn't very tall; not as tall as I, maybe, but he was of a monstrous breadth and had great arms that must have come to his knees. He made me think of pictures I had seen of gorillas.

He was the first to speak. "You think you are very strong," he said, speaking in good English, but with a strong accent.

"What do you want?" I asked. My heart was in my throat, for I knew by his eyes that he meant to grapple with me. I had wrestled too often not to know that look. Besides there was something murderous in his whole expression; and a horrible confidence, too.

I knew he had me at a disadvantage with the ground sloping toward the edge of the cliff, and with only a few feet between me and that edge. I knew it was useless to call for help.

He laughed as if he saw what was going on in my mind. It wasn't a human laugh, but a sort of hoarse rumble in his throat. "You don't like it, my lad, do you?" he jeered.

I jumped at him. What else was there for me to do? I couldn't pass him and I didn't dare wait there for him. By making the first move I could at least get further away from the edge of the cliff.

I knew by the way he braced himself as I sprang at him that he knew how to wrestle; and I knew the instant my hands fell on his arms that I had judged his strength right.

"Yes-s," he said coolly, his accent making him hiss the word in a way dreadful to my ears; "yes-s, you are strong for a boy, but you are in the way and you must go over there."

It was useless for me to say anything. I knew that he had been sent to make away with me, and I knew he was taking a horrible pleasure in the task. I was desperate, but I kept my wits about me; it would never do to lose my head.

I grabbed for his neck. He fended off my hand and made a feint for my neck, and then as I tried to avoid his clutch, he suddenly and with a movement I have since learned, broke my guard and had me around the waist and lifted off the earth.

The next moment he moved forward and I knew I was being carried to the fatal edge of the cliff.

The next instalment of The Adventures of a Modern Hercules will appear in PHYSICAL CULTURE for April.

Do You Stretch

By Betty Knight

EVER watch a cat that had been sleeping in front of a fire when someone calls it to a saucer of milk? Ever really watch it? Remember how it stretched forward and back; yawned, stretched one furry leg and then another before it decided to hump its back in one glorious mound of stretch; then walk leisurely away?

Ever call a dog that had been sleeping? Remember how he stopped to stretch; or if he dashed to you before he thought of what he liked best, he would stretch a leg at a time between pats.

Ever see an infant wake up? Never mind the sex, they are all alike. Give them room—take away the pounds of flannel with which they are usually wrapped and they will exercise every muscle of their tiny anatomy before they stop.

Ever think of these things in your busy life? And, the more busy you are the more you need these stretchings.

Every mortal mother's son and daughter of you will find, if you take the trouble to think about it, that you are not in a relaxed or extremely comfortable position when you awaken.

Turn over on your back. Lie still one minute; you do not relax readily do you?

Raise one arm as far above your head as possible; stretch out the opposite leg, toes extended, until you feel the pull of the muscles. Reverse! Stretch the other leg and raise the other arm in the same manner. Shrug one shoulder; not after the fashion of some disdainful and haughty damsel; but a real shrug—stretch up one shoulder blade when you do it; at the same time stretch the other one down. Reverse!

Bury your chin in your chest and pull the kinks out of your spine by raising your shoulders and "scrutching" down in the bed. Turn on your side and "wiggle" a stretch. Reverse!

Now, lie on your back and relax. It isn't hard at all is it?

If you cannot pop out of your bed—even though it is the best in the country—after that with actual pep for your cold bath or your shower, or whatever it is you take, there's something the matter with your mind. This is absolutely "guaranteed" to stretch every muscle if properly done and it is the best all round physical culture possible for the one who "does not have time" to take any regular exercise. It requires only the few minutes you lie and groan at the knowledge that today is another day and you must hie forth to the grief which awaits you at your place of business.

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Vitality First"

(*Continued from page 20*)

keep him from having any visions of the almshouse during the rest of his life. Sabin later took to the strenuous game of polo; more recently he has gone in a lot for golf. He finds that he can increase his capacity for work by devoting generous time to physical exercises. When not in a hurry he would walk rather than use an automobile. Better still, whenever possible, he utilizes a horse—he does not travel behind it, but on it.

One of the most notable leaders among the younger race of bankers is Percy H. Johnston, the thirty-nine-year-old president of the blue-stocking Chemical National Bank of New York. Not only his muscles but his hands are as hard as nails. The reason? Every year he buys a small train-load of trees and applies himself to the task of sawing and splitting them into fire-wood. His neighbors declare that they would back him to saw six logs for the Kaiser's one! In addition to playing golf—he is president of the Montclair (N. J.) Golf Club—Mr. Johnston takes systematic physical exercise. He has never known a week's sickness since boyhood.

Coleman du Pont, whose business achievements have been more diversified than those of any other man I know, early sensed the value of laying the foundations for virile health. At college he was stroke of the crew, captain of the football team, captain of the baseball nine, ran 100 yards in 10 seconds, could break in broncos with the skill of a cowboy, was and is a good shot, can swim like a Trojan, was a star man in tug-of-war competitions, and held his own in the boxing and wrestling ring. He chose to start work in a coal mine, not as an engineer, for which he held a degree, but as a common laborer, later becoming assistant to the blacksmith, and so on until he became general manager. Since then he has paid such attention to his physique—largely, I suspect, through tremendously active work—that his weight has never varied as much as ten pounds. He also prefers the strong, healthy type when selecting men to run the multiplicity of enterprises he controls, including a dozen or so of the best-known hotels in New York and elsewhere, and the Equitable Building in New York.

Said Herbert Spencer: "To be a good animal is the first requisite to success in life."

The president of the greatest investment distributing organization in the United States, Charles E. Mitchell, made this reply to me the other day when I remarked, at the height of one of Wall Street's spasms of demoralization, that "these must be strenuous days for you": "I make every day a strenuous day in our shop." When Mr. Mitchell took hold of this enterprise a few years ago it was picayune, employing only a handful of

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Do you want to hear the birds call—loud and clear?
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And an income from an orange grove each year?

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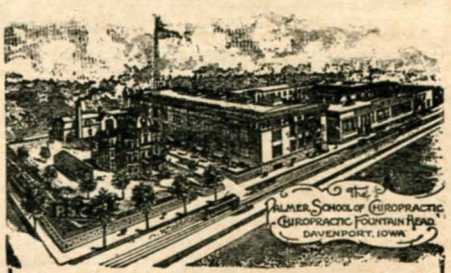
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employees. Today it has over half a hundred branches, and hundreds of salesmen who cover every state in the union. Its bond sales often exceed the total daily turnover on the New York Stock Exchange. "The head of a concern must keep pumping, pumping, pumping enthusiasm into his people," Mr. Mitchell once emphasized to me. To fit himself to wrestle with his duties and to keep in such physical and mental fettle that he can keep pumping enthusiasm into his enormous force, Mr. Mitchell walks from five to ten miles daily and sees to it that he takes a proper amount of physical exercise. His skin is usually as brown as a berry. He is the very embodiment of radiant health. He reminds one of a piece of radium, for he appears constantly to emanate energy.

Our captains of industry of the newer generation are equally alive to the vital importance of keeping tuned up to the highest pitch of physical and mental efficiency.

The highest-paid executive in America, so far as known, is Eugene G. Grace, president of the Bethlehem Steel Corporation—his earnings have exceeded $2,000,000 a year in boom times. He is a hustler of hustlers. He is on the jump every second. His movements savor of lightning. His capacity for sustained effort amazes his associates. I asked Mr. Grace to account for his phenomenal record. He replied, in effect: "While at college I attached as much importance to developing my body as to developing my mind. I deliberately went in for athletics on a liberal scale, and threw myself into gaining skill at them with as much zest as I pursued my studies." Parenthetically, young Grace captained a baseball team which had the distinction of licking all opponents. He still takes physical culture as seriously as he takes his business. Very often he walks from his home to the works in Bethlehem in the morning, a distance of two and a half miles. His habit is to take a professional golfer with him when he goes on golfing vacations—he is almost as expert a golfer as he is an executive, Grace's motto being, "What's worth doing is worth doing well." The net result is that Grace's muscles are as hard as the steel his company produces.

America's annals contain no more romantic career than that of Thomas E. Wilson, the now famous packer. He moved from a Chicago railway office, where he was a junior clerk, to the stock yards, because, as he told me, "There seemed to be plenty doing there." The detailed story of how he rose step by step until he became, first, president of Morris & Company, and then acquired control of one of the largest and oldest established packing concerns in the country, giving it the name of Wilson & Company, reads like a veritable fact-romance. Mr. Wilson is as strapping a man as you would meet in a day's march. So appreciative has he always been of the importance of

keeping physically fit that his interest in various phases of athletics influenced him to form an organization for the manufacture and distribution of athletic goods, and I rather think that his heart is in this quite as much as it is in the packing business.

No employer in America has done more to spread the gospel of physical culture than John H. Patterson, president of the National Cash Register Company. Mr. Patterson has not only preached but has practised physical exercises and other rules of health to such purpose that, although he is now over seventy-five, he is actively on the job every day and all day. As a matter of fact, at this writing he is on a business tour of Europe, the second within a year. His 6,000 employees are not only furnished the most scientific dental, oculist, dietetic, etc., services, but are permitted to take shower baths regularly on company time. Every conceivable facility for physical recreation is provided, even to a golf course. Mr. Patterson believes, with the poet, that

"Nor love nor honor, wealth nor power
Can give the heart a cheerful hour
When health is lost. Be timely wise;
With health all taste of pleasure flies."

More and more of our business leaders are grasping the fact that health means efficiency, sickness inefficiency; that health means optimism, cheerfulness, happiness, the joy of living, and that sickness means pessimism, depression, grouchiness; that health begets courage and daring achievement, and that sickness begets nervousness and fear and failure; that health vitalizes and energizes, and that sickness saps and debilitates.

The example set by such enlightened employers as Patterson and Stetson (of Stetson hat fame) has been very widely followed during recent years. The United States Steel Corporation, for example, spends several million dollars a year on health measures alone. Almost every other progressive company now devotes scrupulous attention not only to providing hospital accommodations, medical services, nurses, etc., but to encouraging their workers to go in for healthful recreation, both indoors and outdoors. In many industrial centers—Akron, Ohio, for instance—the athletic fields of large industrial enterprises are the finest that money and expert advice can evolve.

It has been estimated that 3,000,000 persons, on the average, are ill every day in the United States, costing the country something like $6,000,000,000, or almost as much as all the gold and silver and bank notes in circulation. Our long-headed business leaders are astute enough to realize the gravity of this economic waste, and they are accordingly quickening their efforts to reduce it.

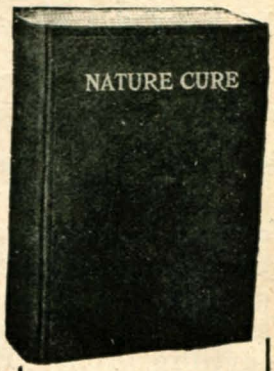
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(*Continued on page* 117)



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Some twenty years ago I first learned from my own experience, that disease **can** literally be "pulled out by the roots." I was then almost a physical and nervous wreck, suffering from what doctors told me, and what I myself firmly believe, was an incurable case of diabetes and other serious complications. And I was doing the usual thing—suppressing every symptom by the orthodox method of dosing myself with such medicines and drugs as the medical profession declared could afford me only a small measure of temporary relief.



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It was at this juncture that a book on Nature Cure fell into my hands. It appealed to me as the true philosophy of life, health, and disease. I put its teachings to the test. The test did not fail me. Through the husbanding of what vital force I had remaining, through building up my impoverished blood on a natural basis and promoting the elimination of waste matter and poisons from the system—in short by giving **Nature's own healing forces**, the ascendancy over the disease conditions, **a healing crisis** was brought about and the disease, itself, was banished as completely as if it had never existed. To-day I am hale and hearty, vigorous, full of life and vitality. And I am positive in my knowledge that Nature Cure will do for other disease ridden sufferers all that it did for me.

I have proved conclusively that in the course of any disease, healing crisis can be brought about by Nature Cure Treatment. And when, through the bringing on of the healing crisis, the disease has run its course and normal health has been restored, the system, having undergone its purge, is stronger, more vigorous than before the disease attack. This has been demonstrated in thousands of the worst chronic cases which I have helped to restore to normal health. (Signed) HENRY LINDLAHR, M. D.

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You will find this book a revelation in the art of right living—a never-failing well of inspiration and helpful understanding for anyone who suffers from disease in any form. It is a book which should be in every home throughout this broad land.

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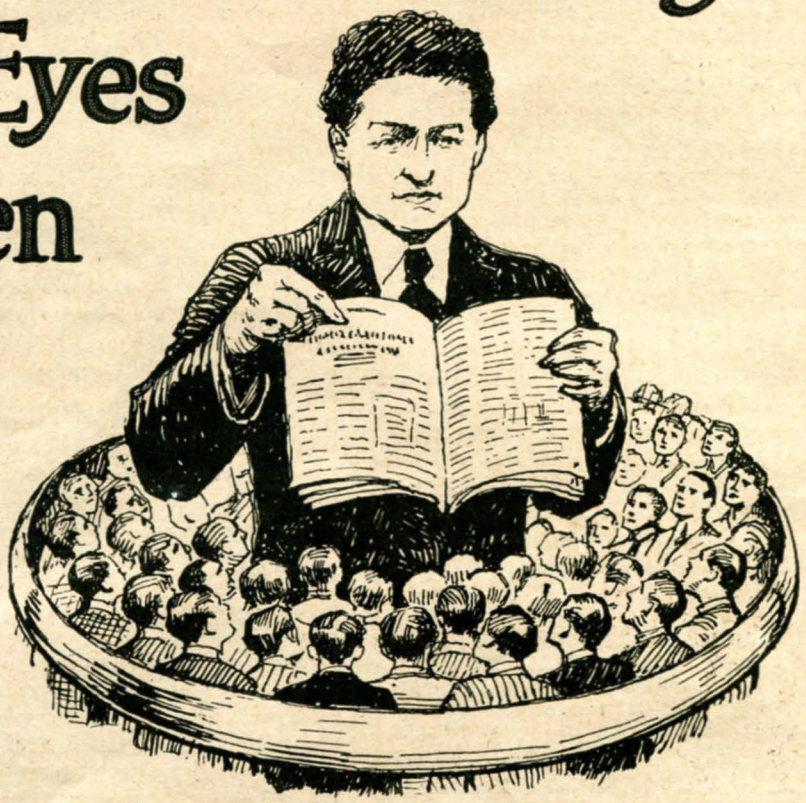
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Bernarr Macfadden has accomplished something never before attempted. He has dared public disapproval to tell people what they needed to know. He has dedicated to the young manhood of the world the fruits of his lifelong study and experience as teacher, physical culturist, and philosopher. He stands alone, the pioneer who points the way through an uncharted wilderness of ignorance to the glorious goal of complete understanding.

The Truth About the Sex Question

People have at last begun to realize that the immense importance of the "sex question" will no longer allow it to be hid away as a thing to be ashamed of. We are living in an age of plain thinking, and frank speech. Subjects spoken of in whispers ten years past are now discussed freely over the lunch table. Why is it, then, that the most important question in the world—the question upon which the future of the human race depends, is kept a dark and mysterious secret? Why is it that so many young people are allowed to stumble along in blind ignorance, often wrecking not only their own lives, but lives of others as well, when it is so easy to teach them? Why?

Seeing the fearful misery everywhere about him, brought about by unfortunate marriages, separations, divorces, sickly children, and premature deaths, Bernarr Macfadden decided to kill forever the demon Ignorance which made these things possible. "Manhood and Marriage" is the result.

A Few of the Chapters

The Importance of Virility
Love Making and Its Dangers
Establishing the Intimate Relations of Marriage
Regulating Marital Intimacies
Marital Excesses
Should Husband and Wife Occupy Separate Beds
A Man's Duty Toward a Pregnant Wife
Impotence and Allied Sexual Weaknesses
Diseases of Men—Their Home Treatment
The Prevention of Venereal Disease
Various Problems of Young Men

"As One Good Friend to Another"

It is far more than just a book. It is more than a course of instruction. Bernarr Macfadden himself lives in the pages he has written. His spirit is there. It is as if he were talking to you as he would talk to his own younger brother. He does not preach. He does not theorize. He does not mince matters. Macfadden is first, last and always a man,—a man who has lived the same life as you have, who has undergone the same temptations. Straight from the shoulder, brass-tacks, that is what he gives you, and it is this plain-spoken sincerity that has made his book a never failing source of inspiration and comfort to the thousands of men and women who owe to it their whole life's happiness.

And in the writing of it, Bernarr Macfadden has done something which no other writer on the same subject has ever dared to do.

Fearing that he might unwittingly cause offense, Macfadden before publication submitted the manuscript to several prominent physicians and clergymen, asking them to delete anything which they thought untrue or improper. The following are the opinions of some of these well known men:—

What Physicians and Clergymen Say:

Your "Manhood and Marriage" deals with the most delicate subjects in a way which should offend no one, and yet in a way which satisfactorily explains the subjects considered.

I approve of the book in every part and certainly wish you success in your endeavors to spread knowledge of this nature, and to overcome the ignorance regarding all vital health questions.

F. C. GRAY, M. D.

I have read your new book entitled "Manhood and Marriage." I desire to express my appreciation of the work.

I most heartily recommend your methods of treatment to all who are interested in the care and welfare of suffering humanity.

JOHN G. SPEICHER, M. D.

Physicians know better than any other class of people the terrible penalties paid each year by those who err, owing to ignorance of the matters described in your book. I see instances frequently where a little common sense and plain talk would have saved suffering and disgrace.

I approve of all you have said and wish you success in helping to overcome the ignorance of prudishness.

F. S. GOODRICH, D. D.

Albion, Mich.

I heartily approve of the book and wish that all could read it, for I know that it will be the means of bringing about great benefit to the public, if its advice is generally followed.

H. B. GALATIAN, M. D.

Chicago, Illinois.

Admiral Grayson Says:

"I have just read the chapter dealing with the subject of the prevention of venereal disease in a most interesting and valuable book entitled 'Manhood and Marriage' written by the eminent Physical Culturist, Bernarr Macfadden. I most unqualifiedly agree with all that Mr. Macfadden has written on this vital subject, in the treatment of which he evidences a remarkable grasp of the situation. I think that a copy of this volume containing MACFADDEN'S clear-visioned discourse of this important subject should be placed in the hands of every mother and father and every adolescent boy and girl in America."

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(*Continued from page* 115)

plants, for example, that the amount of lost time through sickness has been cut down by the introduction of company restaurants to supply simple, nutritious meals, at low cost, for workers. As a consequence, the installation of "cafeterias" at industrial plants is going on at a far quicker pace than the public imagines.

To stimulate interest and education along health lines, many companies now occasionally insert pithy little printed slips in pay envelopes. These slips are couched in A, B, C language and give homely advice which every worker can understand and adopt.

The age is rapidly approaching when a physical instructor will be looked upon as an essential adjunct of every corporation in America. Already quite a number of up-to-date concerns have them, and furnish thoroughly-equipped gymnasiums, swimming pools, etc.

Just as discriminating employers now go in for selecting as executives men of robust health and physique, so they are turning their attention more than ever before to building up the health and physique of their workers; also, many concerns will engage no one who will not first submit to a thorough medical examination. They know that a sickly worker is a liability rather than an asset and that their profits must come from healthy, able-bodied employees. A sound mind and a sound body is a combination not procurable unless due attention is paid to gaining it—and employers have learned to their cost during the last three or four years that Bolshevism and many other "isms" breed most freely and lustily, where ignorance, dirt, and ill-feeding abound.

It cannot now be truthfully said that the average business man pays more attention to the condition of his machinery or his automobile than to his own physical condition. "Health is wealth"; at least health makes wealth possible, whereas sickness leads to poverty.

Christ fed the hungry multitudes before he attempted to save their souls. There is still dire need for promulgating the gospel of health and putting it into practice. Happily, as here shown, our most conspicuously successful men of affairs have been converted and are now living up to the religion of sound health. More, they are becoming willing to spend millions and millions of dollars to bring their own work-people into the fold.

Without health there cannot be attained the highest possible measure of success by workman, executive, corporation or nation. The heaviest loss sustained by the war-stricken countries of Central and Southern Europe has not been the loss of money, but the loss of health. So long as the United States can lead all other nations in health, she is little likely to lose leadership in other spheres.



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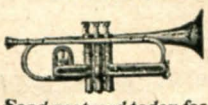


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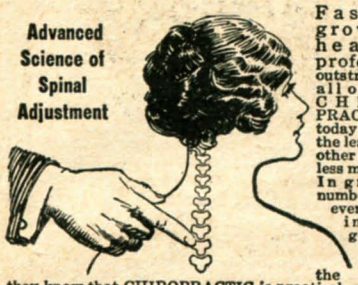
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Complexion Beautiful

(*Continued from page 29*)

knows therefore always removes all trace of make-up from her face before retiring, leaving the skin clean and free for the night. This long period of freedom allows the skin to regain its tone and natural activity.

It is a fact that few actresses, that is actresses of experience and standing, apply any appreciable amount of make-up off the stage. Yet successful stage women give the impression of possessing more than the average amount of beauty and of retaining it far beyond the usual span. Successful actresses, moreover, are women who lead healthful lives that include some form of constructive exercise.

There is another impulse that may lead the young business girl into the over make-up habit. It comes from the sheep-like quality in women to which we have already referred. It is so easy to do what others are doing, following is easier than resistance and youth, especially, fears being unlike the crowd. The average girl thrown in with others who are using an increasing amount of cosmetics sees scarlet in place of rose and black in place of brown. And so similarly what would otherwise be a harmless use of face powder becomes an injury to the skin and an object of ridicule. She no longer tries for natural prettiness but for unnatural effectiveness.

People who have visited European countries know that a woman who uses an *obvious* make-up on the street, or in public places, does so for the purpose of attracting casual attention and its results. It is a mark of her walk in life. It is unfortunate that this point is not sufficiently explained to American girls.

In connection with the subject of over make-up another moral might be drawn from stage customs and the experience of a young girl who started in on a stage career by way of the chorus. The girl was fresh from a country boarding school and possessed a natural, beautiful peach-like skin. The girls with whom she dressed laughed at her, said she looked washed out and that she would never attract the attention of managers unless she wore her make-up outside of the theatre. She happened to be a rather wise little person and so, before attempting the use of daylight powder and rouge, looked about her at the women who had really succeeded in her profession, the women whose places she was trying to fill. She found that few of them were made-up, at least according to the standards of her present companions. If they used artificial beautifiers at all, they had the merit of not betraying the fact.

The business girl would find the same conditions prevailing in her own line of work, if she did but study it. The successful business woman is rarely made-up in the usual sense of the word. Business

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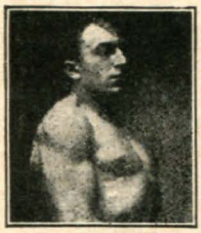
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executives like good looking women about them; they prefer that their women assistants shall be well dressed, well groomed and healthy looking, for these qualities are business assets. The average business man has probably no ethical feelings against make-up, but, when it is obvious, it strikes him as out of place in business surroundings. He is also in the attitude to believe that the girl with an apparently artificial coloring may be spending time in renewing it that belongs to her note book, or her adding machine.

The advocates for beautifiers present a claim for their usefulness in cases of ill health, or passing indispositions that reflect on the complexion. If an appearance of good health is an asset in every walk of life, and we admit it is, is a woman not justified in simulating it when necessary? A weak spot in this argument is that by so doing the woman may lull herself into a false sense of security and not take prompt steps to remedy the physical condition. The situation might be compared to the use of a headache powder to dull discomfort instead of getting at its cause and overcoming that.

"If women will make-up, why do they do it in public?" is a question a man often asks. You would not clean your teeth in public, although it might be very comfortable to do so after a meal. Yet it is a common occurrence in a restaurant, or hotel dining room, for a woman to open her vanity case and apply a little rouge and powder and the eternal lip stick. It may be a growing custom among people of average good position but it still offends long accepted canons of polite society.

A successful novel that appeared a couple of years ago had for its heroine a high classed Chinese woman brought to this country by her American husband. The author describes the intricate, daily decorating of her young face that she might appear before her husband. This operation of the toilet, made without concealment but in the fastness of her dressing chamber, was to render her worthy of his regard. This same instinct of self respect impels the American woman to comb her hair and appropriately garb herself for the breakfast table. The same instinct prevents a man appearing before his wife unshaven, or without his collar, although it is doubtful if the average man can sense a woman's aversion to the hideous unbecomingness of a buttoned shirt band. A man may be so infatuated that the public manipulations of a powder puff and rouge stick are interesting simply because "she" is doing it, but it represents a phase in sex attraction soon outlived. If a man's wife makes-up, the chances are that he prefers not to know it, at least not to share his knowledge with others.

My, what a lot of arguments we are piling up, mostly against the artificial complexion. Now can the other side be heard from without knocking down our really sincere convictions on the subject?

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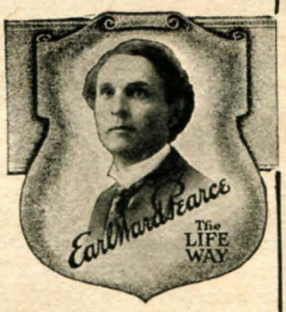
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lovelier blending of the rose of the cheek, the red of the lips and the cream of the skin than we find in the clean complexion of the child and the young girl. Nature is a good artist and knows what she is about when she colors the eyebrows and the hair in harmony. There is also a wonderful beauty in older skins. Have you ever seen a woman whose face was fairer the more closely you examined it? Lines, even wrinkles fade, and you note only how fine and firm is the texture of the skin, how even the coloring. Now someone will state that these cases are rare, or that the natural bloom lasts only for the life's springtime, or that by accepted standards, a woman grows old cruelly soon, while a man's more sturdy complexion holds its youth much longer.

So then we come to a third classification of beauty, the acquired complexion.

As the blood lies close to the surface of the skin of the face the complexion is a quick indicator of the physical condition of the body. Even minor disturbances, mental as well as physical, are reflected in its color, evenness and texture. Any serious condition of the blood, of indigestion in its various forms, or lack of elimination is repeated in the complexion. A perfectly healthy child, or young person, has a perfect skin, but any variations from the line of good health have an effect more or less harmful on its beauty. Common sense, therefore, in the care of the complexion indicates that the body machinery must function correctly.

The skin, like every organ of the body, is fed by the blood, not by creams and lotions. In fact, the skin has a limited power of absorption so that while a good pure toilet cream may lubricate, may soothe and heal, the often used term, "skin food," as applied to face creams, is a misnomer. No more than a lubricating, cleansing and healing action should be expected of the best of these.

The skin of the face is also far more delicate than that on other parts of the body. It can be affected adversely by the weather, by improper washing of the face, by exposure to dirt and smoke, by the emotions. If for any reason the natural oil supply of the skin becomes diminished, the skin will become dry and lifeless. It is in this connection that face creams and lotions may be useful.

As the skin is an excretory organ, all parts of it should be kept clean, that no part should be overworked in its functioning. An ignorant girl of foreign bringing up said one day that some one had told her that the reason for her blackheads and pimples was lack of cleanliness, and she did not believe it because she washed her face several times a day. She had not, however, been instructed in the necessity of regular bathing of the body.

Nervous derangements are a frequent source of blotches and other skin troubles. We cannot go into the correcting of nervous ailments at this time, but the state of the nerves should be considered when making a study of complexion ills.

Readers of these pages know that good health is dependent on proper food, natural assimilation and elimination, exercise, bathing, pure air, a normal amount of sleep and rest and stable nerves. The woman who sincerely desires to keep and acquire a beautiful skin should diagnose her physical condition. Are there conditions existing that should be corrected? If so, get to work at them. Cosmetics and beautifiers will not help you here.

The student of physical culture has information and instruction on all these points. She knows the advantage of a dietary composed largely of vegetables and fruit over one in which much meat enters. The mother of the old school who advised carrots and apples may have lacked a scientific knowledge of dietetics but her advice was good.

Many beauty ills went out of the window with the installation of modern plumbing and easy facilities for daily bathing. And they went out quicker when the window was left open at night.

Constipation has ruined more complexions than has hard work, or having a great many children, two sources to which uninstructed women are prone to trace the loss of their freshness. And the proper elimination necessary to preserve and attain an attractive complexion is not gained by taking drugs, but by correct habits of eating and exercising.

The life of the busy adult of today rarely offers opportunity for sufficient exercise unless it includes some form of calisthenics, either at home or in a gymnasium. The busy housewife and mother will probably protest and say that she works all day long and most certainly does not need any more exercise. So she may work perhaps too long, with too little rest, but she needs exercise just the same. The need for regular physical exercise is even more apparent in the case of the women working in the offices and shops and industries, these would find physical culture a much more effective and lasting beautifier than the convenient contents of their vanity cases. It is not necessary to enlarge further on the many broken health laws responsible for a bad complexion. The doctor and the intelligent beauty culturist will agree that until health is corrected, no woman can hope to have a smooth, fair skin and natural color and bloom.

Irritation at the abuse and the vulgar use of make-up, so rapidly increasing in certain circles, should not blind us to the advantages, even the necessity of an intelligent understanding of cosmetics. The quick fading of country women is due largely to neglect in the care of the skin itself, perhaps to frequent washings with a strong soap better suited to cleansing coarse fabrics than to the delicate covering of the face. The woman who does work that makes it necessary to wash the hands frequently knows how quickly these become wrinkled, chapped and rough. But, if she takes pains to rinse the

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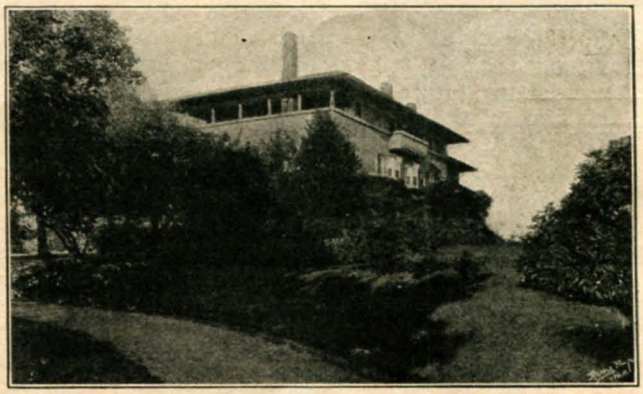
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soap away after every washing, to thoroughly dry the hands with a soft towel and then to rub in some simple lubricant—such as solution of one part of glycerine to two parts of rosewater—they will remain smooth and white even if much rough work is done. Equal consideration should be given to the face.

When the face has been exposed to extreme heat, or cold, both of which factors consume the natural skin lubricant, it is better cleansed with a cold cream, or cleansing lotion, than with soap and water. If the skin is very dry, cover it with a soft cream, allow this to remain on for ten minutes and then wipe it away with a soft cloth. Do not use water on the face until the next day, and repeat this treatment when the necessity for it arises.

Some complexions thrive the better under complete abstinence from soap, yet a daily all cream bath is too sticky for comfort. For such cases the following treatment is recommended. It will also be found useful while traveling. Wet the face with warm water, wring out the wash cloth in the same and use the cream on this just as if it were a soap lather. Then wipe away the excess cream and powder the skin carefully; the skin will be comfortable and look well for the day.

Certainly most well groomed women use face powder. They see no special virtue in a shiny nose or glistening forehead. But neither will an intelligent woman inflict upon others a face that looks as though a flour bag had descended upon it or as if she had just come from a colony of marcelines. Intelligent women choose a tint that most nearly approaches the natural tint of the skin, a dark powder rather than a white or pink powder. A powder is to cover up the smooth over inequalities in the complexion, not to change its color. Face powders now come in so many different tints that it is possible to choose one that will give a natural effect. There is no particular virtue in using rice powder or talcum powder rather than the especially prepared face powders, although some old fashioned moralists still proclaim the obvious fact that they "use nothing save a little pure talcum on the face." Talcum powder is a toilet powder for body use, and its use on the face is most apparent.

Many refined women today also use rouge, choosing a color that is neither pink nor red, but the bluish rose of the natural flush. If it is applied with restraint, the effect is natural and becoming.

Of the three classifications of complexion, therefore, for which shall we aim? For the one that is natural in appearance, of course, the basis of which is good health, the artifice when necessary introduced with taste and good judgment.

For the development of beauty in the human race, the eugenic aspect of the matter, don't fail to read the article by Albert Edward Wiggam on this subject next month.

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No Healthy Race Without Birth Control

(*Continued from page* 41)

culty, and intelligent and irreproachable young married people are, more and more, in the interest of their children and the proper "spacing" of their families, becoming adherents of this doctrine.

Even after marriage many young women nowadays are continuing their professional or business careers because they wish to share the burden of home-making with their husbands, and because they are no longer content to be mere household drudges in a two-by-four flat. They are ambitious. They want to welcome their children into a real home with real advantages.

Physical fitness being the first great requirement for parenthood, the young married woman cannot be too selfish regarding her own health. She must guard it jealously; and she is always justified in refusing to sacrifice this health for sentimental reasons. It is her own most precious treasure as well as that of the whole race. With the physical exercises and sports I mentioned above, there is an equal and no less important complementary need of complete relaxation and rest. Too much importance cannot be put on the value of deep untroubled sleep as the completest and sweetest restorer of tired nerves and muscles.

Only secondary to the menace of the great racial diseases is the danger of fatigue to potential motherhood. This truth was brought home to me last summer when I went to Scotland to find out for myself the conditions surrounding motherhood among the workers there. I visited Rosythe, a village made during the war for the housing of dockworkers of the river Forth. Housing conditions there were of course far above the average in comfort and cleanliness. They were occupied for the most part by dockworkers and their wives who had come from Lancashire.

Now under the admirable conditions prevailing there, one had good reason to expect that the babies—and there were hundreds of them—would be at least a bit above the average in health and liveliness. But there were large numbers of them who, in spite of their appearance of being well fed and well cared for, nevertheless, were wistfully lackadaisical and lazy. They were not so lively as "regular" babies. Nor were they, I was assured by nurses and physicians, the victims of any hereditary diseases. What then was the matter?

They were born tired. Their mothers were tired. These women, as I soon found out, once I began to follow this interesting clue, had been tired practically all their lives. Obliged at the age of

(*Continued on page* 126)

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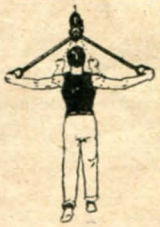
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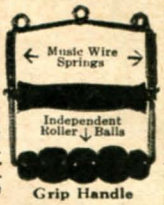


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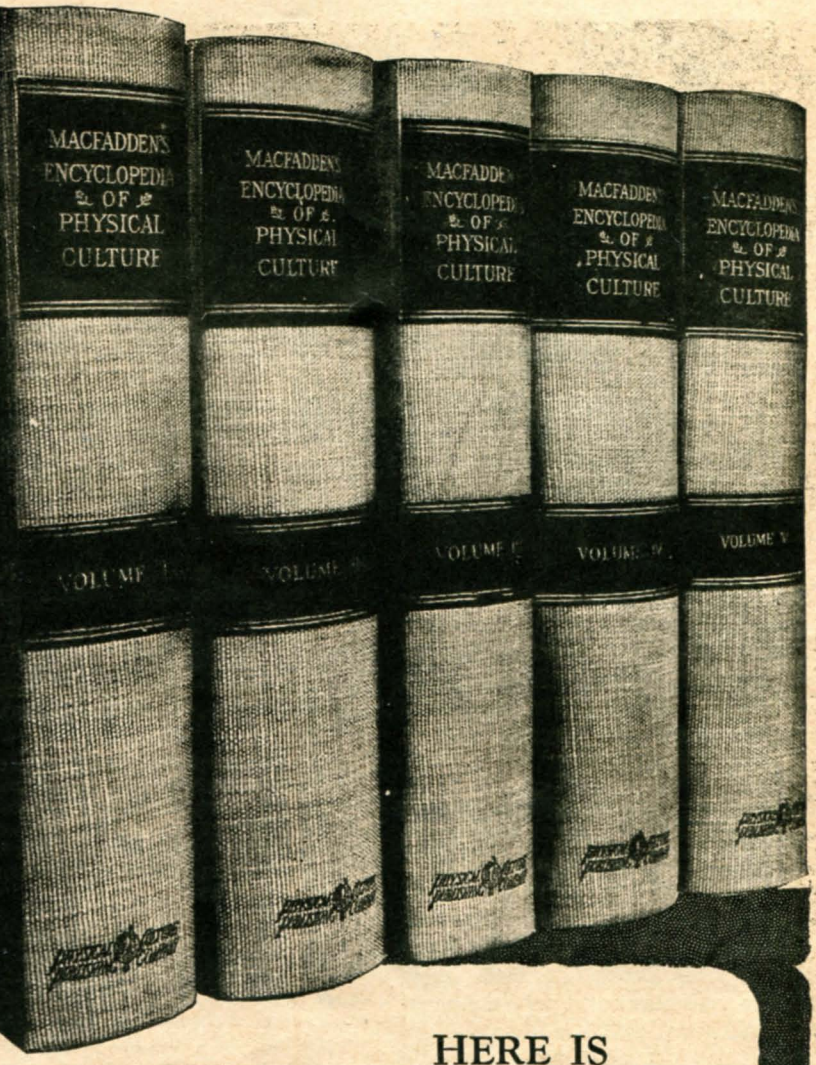
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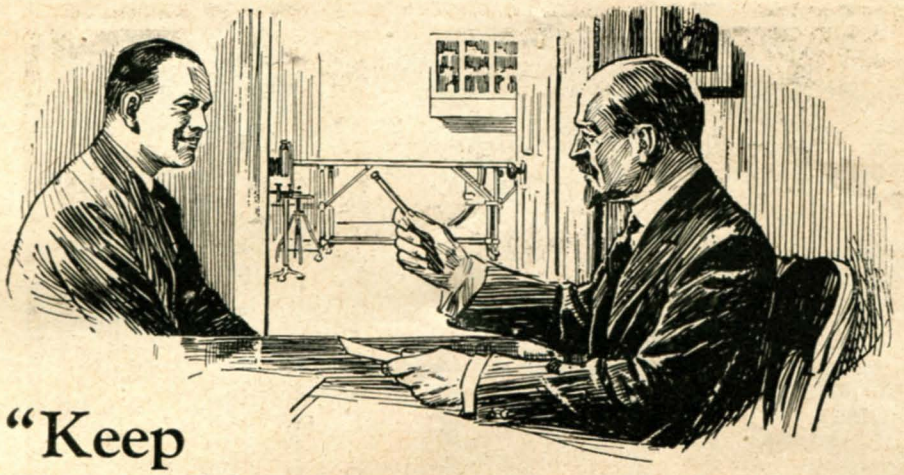
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(*Continued from page* 123)

nine or ten to put in long, monotonous, fatiguing hours in the mills and factories of Lancashire, their bodies became misshapen. And these poor women had, practically upon their marriage, been plunged directly into the task of motherhood. There had been no interval of rest and relaxation, no recovery from the permanent fatigue of mill and factory. *Their children were born tired.*

There is a temporary fatigue and a permanent fatigue. The influence of the mother on her child is one so obvious that it is evident to all, and yet only now are we beginning to wake up to its tremendous, its almost overwhelming importance to the next generation and the whole future of our race.

The whole tendency of the new psychology is to trace the troubles and the weaknesses of our adult life (the physical and the psychical always closely interacting) back to the shocks, the hurts, the miseries of childhood. More and more infancy and childhood are becoming the most important period of life. If we take care of the children, we may be sure that they will soon take care of themselves. It is in the realization of the tremendous importance of each and every child brought into this world, that the exponents of birth control emphasize the necessity, by means of the limitation of parenthood, of expending a thousand times more care and attention upon every child than is the good fortune of any child to receive now.

Every mother and mother-to-be should protect the fundamental rights of her babies, and in fact of all babies. "Baby's rights" have been well formulated by my friend Marie Carmichael Stopes: They are:

"To be wanted.

"To be loved before birth as well as after birth.

"To be given a body untainted by a heritable disease, uncontaminated by any of the racial poisons.

"To be fed on the food that nature supplies, or, if that fails, the very nearest substitute that can be discovered.

"To have fresh air to breathe; to play in the sunshine with his limbs free in the air; to crawl about on sweet clean grass.

"When he is good to do what a baby wants to do and not what his parents want; for instance, to sleep most of his time, not to sit up and crow in response to having his cheeks pinched or his sides tickled.

"When he is naughty, to do what his parents want and not what he wants; to be made to understand 'the law of the jungle.' From his earliest days he must be disciplined in relation to the great physical facts of existence, to which he will always hereafter have to bow. The sooner he comprehends this, the better for his future."

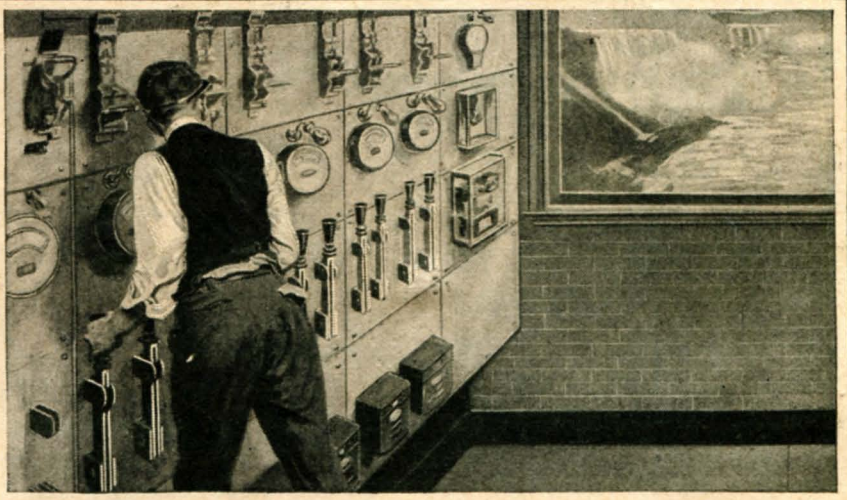
If intelligent and wide awake mothers

of these United States would protect these rights not only for their own children but for all, motherhood would then be truly mobilized. When we see little children occasionally cuffed, kicked, dragged, pulled, shoved, and cursed through the streets or crowds of our great cities, our blood boils and we are often thoughtlessly angered. But look into the situation. You will find, as so often I have found, that the poor mother is the victim of fatigue. Her family is too large; she is distracted; and the unfortunate child becomes the butt of the poor woman's nervous, mental and physical fatigue. It is better to prevent the recurrence of this overworked and overtired motherhood than to place the blame on these victims of our present legalized barbarism.

Here is another grave danger that confronts even the physically fit young mother. Few women are strong enough to retain their normal health and strength under the ordeal of rapid successions of pregnancy, childbearing and child rearing with no well-spaced intervals of rest and relaxation. This is a point that most opponents of Birth Control forget or ignore, failing absolutely to note the inevitable and unavoidable fatigue of the poor mother and the deplorable reaction of this fatigue upon her children. In the supreme self-sacrifice of motherhood, women often forget their duty to the children they have already brought into the world, and in submitting to successive pregnancies, find that they have wrecked their own youth and health and thus become themselves prematurely old and worn out.

If the healthy and intelligent motherhood that is now becoming a hopeful reality in our society were the only factor in the situation to reckon with, all would be well. But to-day, as always in the past, such mothers find themselves surrounded by less healthy, less intelligent, less discriminating mothers. And the children of the feeble-minded, the diseased and the mentally dwarfed drag down the standards of schools and society. It is one of the strange paradoxes of human existence that while health itself is not contagious or infectious, diseases—the great social scourges—are. So that health, so precious to the individual and the race, must continually defend itself, defend itself against the inroads of disease and its baneful train of evils and miseries.

Therefore, if motherhood is to be mobilized for the protection of the children, the intelligent mother cannot and will not confine her attention and interest merely to her own home. It is to her interest that all the children of the families of her community and country be endowed with the birthright of health and happiness. Neither in the neighborhood nor the school should the progress of the normal, healthy, growing child be impeded by those poor little victims of hereditary disease whose bodies and



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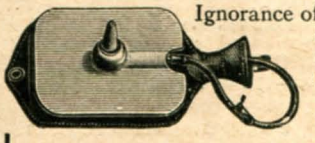
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brains are incurably subnormal from the start. While everything must be done to right the wrong that was committed in bringing them with such tragic handicaps into this world, it is certainly not the children of the next generation—the veritable torchbearers of the race—upon whose shoulders this load should be placed.

Many fine women in America to-day are courageously facing this problem of less fortunate mothers and children, are realizing that motherhood to be true and beautiful must extend its power beyond the individual home, are realizing that motherhood must be a socialized force, and are seeking to express this feeling in various charities.

They support milk stations, nutrition clinics, charitable institutions of all kinds, and advocate maternity bills in the state and federal legislatures which seek to improve the conditions under which children are brought into the world. But none of these measures, I am convinced, really strikes at the root of the evil. Legislation may do something to lessen evils, but it cannot by itself prevent them. The crying need is not for palliatives but for prevention, for the dissemination of knowledge of Birth Control.

What we need is the spread, gradual but sure, of intelligence to all mothers. This can be done only by the co-operation of the awakened mothers of America, counselling and helping the less fortunate and unenlightened mothers with whom they come in contact. It will be a day-by-day, unending and often thankless task, but gradually the woman who courageously undertakes it will see the beneficial results of her influence, and the growth of a true hygienic and healthful power. She will discover that the response among the poor women of her acquaintance is truly touching and their immense gratitude will be her great reward.

Understand that I do not mean by this a prying into the lives and affairs of other women. I object to "butting in." Tact is one of the first essentials in these matters as in everything else. But on the basis of the eternal dignity of motherhood, in the interests of the children, you will find that there is a strong bond between all mothers. It is an easy thing to inspire the confidence of the mother who is now the victim of a grave social injustice.

Speak always of the sacred and moral value of health, both for the mother and the child.

Is it not possible that out of this spirit of mobilized motherhood, there may grow up a great power among women which can be so organized as to prevent the repetition of all these menaces to the next generation? I am optimistic enough to believe so.

I am convinced that the question of Birth Control most dramatically illuminates the present slavery of motherhood in America. Whatever your present

ideas on this pressing problem are, however unimportant it may seem to you personally, try to understand its relation to the great problems that confront the whole world to-day.

I have discovered that many who oppose it are not in the least informed on the great problems of parenthood and population. Therefore, aiming for the true mobilization of motherhood, let me make these few suggestions to every mother and every other woman in this country.

Find out for yourself the laws in your state concerning the dissemination of Birth Control information.

Find out for yourself the opinion of your family physician concerning the wisdom of such statutes.

Find out for yourself the feelings of the women of your acquaintance and the neighborhood concerning the wisdom of Birth Control and the circulation of information concerning it.

Before condemning it, let the problem be thoroughly, frankly and openly discussed.

If you are a member of a woman's club or organization, demand that the matter be presented by competent speakers on Birth Control. In this way, you can inform yourself on all the phases of Birth Control, from the point of social hygiene, eugenics, individual health of mother and child, and as a factor in fighting those great plagues of tuberculosis and venereal diseases.

This knowledge will be of the greatest aid to you in another direction. More and more we Americans, both individually and as a nation, are asked to support charities and philanthropies. Without questioning the worthiness or the value of these efforts to ameliorate the miseries of the world, we may and should make sure that we are not dropping our dollars into a bottomless pit. Therefore we are all of us justified in answering each of these appeals for charitable purposes by asking the following pertinent questions:

"What is your organization doing in addition to alleviating the miseries you describe, toward preventing a recurrence of such conditions?

"Do you consider the dissemination of knowledge of Birth Control as an effective factor toward the prevention of heritable diseases or conditions unfavorable to the next generation?"

Many philanthropies and charitable enterprises, while admitting the efficacy of Birth Control toward the prevention of miseries in the immediate future, nevertheless cannot spread this knowledge because the supporters of the charities, they point out, do not believe in it.

An awakened and enlightened public opinion, particularly of a mobilized and militant motherhood, might accomplish in this field invaluable benefits and put us on the surest and straightest road to radiant racial health.



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Deadly Aspirin—Our Most Popular Poison

(*Continued from page* 21)

household as a remedy against "colds, headaches, pain, toothache, neuralgia, rheumatism, neuritis, and lumbago." They continue further to claim "Aspirin" as their trade mark, though they no longer have an exclusive right to the name.

Before the war these Germans made us a nation of aspirin eaters; and now they are keeping up the good work in spite of everything the medical profession has been able to do to fight the thing thus foisted on the American public.

It was with such facts as these in mind that I went with many questions to one of the highest authorities on drug therapeutics in New York City, Dr. Cary Eggleston, of the department of Pharmacology in Cornell University Medical School.

Doctor Eggleston didn't hesitate. "I believe," he said, "that the worst charge I can bring against aspirin is that it is without a doubt indirectly responsible for thousands of deaths which are ascribed in our mortality tables to such diseases as pneumonia, tuberculosis, heart disease, and others almost as prevalent and deadly.

"This drug, sold to the American people by means of advertising that can only be characterized as vicious, is responsible for more American lives, I sometimes think, than the German guns ever were in France.

"The way aspirin kills is by deadening pain. Make no mistake about pain. It is unpleasant, but it is beneficent. It is a red flag set up by Nature to warn us that something has gone wrong. Aspirin pulls down that flag and makes people think everything is all right—till often it is too late to make it right. Thousands and thousands of Americans are dying every year from such diseases as those just mentioned for no other reason than that aspirin lulls them into a false sense of security. It conceals the symptoms; it waves aside the sore throat, the slight cough, the headache as a thing of no consequence; and allows the disease to work under cover till it gets a grip that no medical skill can break.

"I have seen this thing happen with hideous frequency in my own practice; I know that it happens in the practice of my colleagues; and I am confident that if tables could be compiled to show the number of persons who die because they have relied on aspirin, the country, and even the medical profession itself, would be astounded."

"The trouble is," I interrupted, "everybody thinks that sort of thing applies to the other fellow. I may have a cough, for instance, but I deny that it's anything but a cough."

"I don't suppose it is," he agreed.

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"You doubtless carry an insurance policy; but that doesn't mean that you expect to be snuffed out tomorrow. This is a matter of common sense. Coughs, headaches, and the like have definite causes which ought to be removed; and aspirin is a specific for very, very few of them. A deadly disease like pneumonia comes like a thief in the night. It goes without saying that the victim seldom expects it.

"Most persons have very little skill or judgment for diagnosing their own symptoms, though there are laymen who do have such skill and judgment. The average layman has no way of knowing the meaning of what he thinks is merely a cold, such as he has had many times before. This time it may mean the early stages of tuberculosis. It may mean pneumonia—in which case the delay of a few hours for aspirin eating may and often does prove fatal. A cough frequently comes from a congestion of the lungs that is caused by some serious form of heart disease; and I have more and more cases of that kind. But how many laymen ever think of a chain of physiological cause and effect as complicated as that? Again, the headache for which this person or that takes aspirin off-hand may be due to high blood pressure, or to Bright's disease, or to an approaching attack of meningitis, or to serious disorders of the digestive tract. Nearly always a headache is due to causes far more serious than the patient has any notion of. Why take the chance?

"Of course all this applies to every form of self medication. For self medication pre-supposes self-diagnosis—which, as I have indicated, is probably wrong. Aspirin just happens to be a particularly illustrious example of what self-medication can do.

"Is aspirin itself a dangerous drug?" I asked.

"Not for most persons, when taken in small quantities," he replied. Nevertheless there are many persons who do show a marked susceptibility to aspirin; and in these cases even small doses may produce more or less severe poisoning—even when taken for the relief of conditions for which its use is appropriate. I recall one of many typical cases—a man in whom an ordinary dose of aspirin produced symptoms of coryza, cough, bronchial spasms, hives, and gastro-intestinal disorders. The medical journals contain frequent mention of cases like that.

"As to the specific action of aspirin on the system—about that little is known. Its effect on the kidneys, in large doses, is much like that of carbolic acid. It reduces some types of headache by acting as a very mild narcotic on certain structures in the brain that are associated with the perception of pain. It is probably beneficial in certain rheumatic conditions. It apparently has a tendency to break down the proteins, that is the living albumens, of the body. Salicylic acid, of

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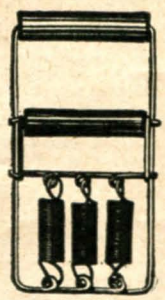
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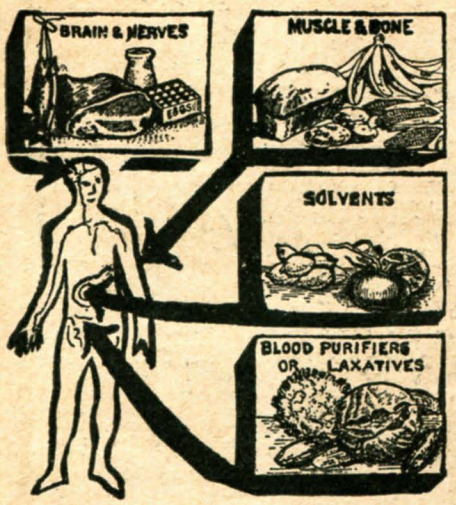
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which aspirin is a form, is said by some authorities to hamper the activity of the white blood corpuscles if it be administered in sufficient quantity. The white blood corpuscles rid the body of much dead material and destroy disease germs in the blood and tissues.—Obviously a drug with such characteristics, even though its effects be not violent, is anything but a remedy for people to take promiscuously for anything and everything.—The American people will be fortunate if the medical profession can undo in the next twenty years the mischief that the advertising of aspirin has wrought in the last twenty."

Is Food Economy Safe?

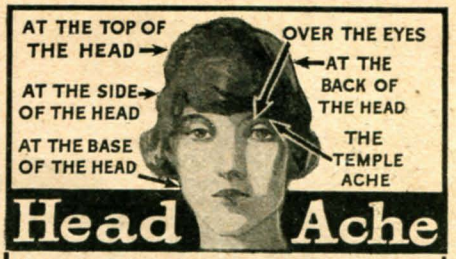
(*Continued from page 27*)

First for the matter of total quantity. We used to believe that we ate too much. Now we know that if left to our unguided appetites most of us do eat too much for our best fitness and efficiency. What's more we know that we can get along on very much less, but if we reduce that quantity too much it will result in certain changes in our "metabolism." This condition which we formerly called undernutrition isn't half so bad as we used to think it was—in fact the Germans came unpleasantly near licking the world on a diet that the scientist of ten years ago would have said would have starved out the nation in three months. This isn't just talk or general conclusions drawn from general impressions of food standards in Germany or other warring countries; for this subject of the effects of diets below what was formerly considered necessary have been studied most carefully by our own American scientists.

The account of these experiments cannot be detailed in this article, but essentially they proved that able bodied young men can live on from one-half to two-thirds as much total food as is commonly consumed by men of similar habits and activities, and suffer nothing worse than a little restless hunger and a slightly greater sensitiveness to cold (cold not colds).

If you want to gain the maximum physical fitness with the greatest safety in food economy eat enough just to keep your muscular body weight, that is your lean weight, without any surplus fat.

This observation of your weight, or rather your condition of flesh, or fatness and leanness, is the practical way to judge and control your food quantities for greatest economy and efficiency. We are all built on different frameworks and what is underweight to one man would be overweight to another even of the same height. Be practical and sensible, cut down on your food to a point where you can see the muscles on the front side of your stomach. If you haven't any there to see go get some. Stripping the fat off the



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muscles of the world will reveal to us just how much really worth-while and useful human flesh we have. We can afford to feed our muscles, and our brains, but we cannot afford food to hide them with layers of fat. I cannot tell you how much to eat—for no one can know, in advance of experiment, your individual needs, nor would it be practical for you to apply the knowledge if it was given you except by watching your weight. Therefore cut down your food quantity until your weight is pared down to solid muscle and you will come nearer the ideal food quantity than by following any system of weights, measures, or portions, pounds or calories.

But all our new knowledge of foods does not relate to food quantities. We know now that men can eat plenty and yet starve to death—that is they can eat plenty of "calories" and plenty of "protein" and yet die of diseases caused by the absence of essential food ingredients, which are required in minute quantities. We also know that we can die indirectly from faulty nutrition, because the body chemistry is made unsound and various disease germs—or various diseases, if you don't believe in germs—can get in their work easier—just as the Plasteridea Fall-off-ococci can when plaster is made out of back yard dirt instead of clean sand.

According to our present scientific knowledge, there are three kinds of vitamines and three principal mineral salts, the absence of any one of which prohibits growth and reproduction and causes or encourages disease and ultimately death.

The situation is not as serious as the above statement might indicate because it is rather difficult to pick out a diet of natural foods in which any of these essentials are *wholly* missing. But there is a very real danger that the diet may be partly deficient in these elements with a corresponding degree of injury to health and vitality.

The most common deficient diets are those made up wholly, or almost wholly, of seeds (grains and nuts or their products), refined oils, sugars, starches or their products, and meat, or muscle tissue.

The foods that supply these highly important vitamines and minerals in most abundant quantities are of two groups, one from animal and one from vegetable sources. In the animal group, milk (or its derivitives, cream, butter and cheese) is of greatest importance and all things considered milk ranks unquestionably as the most important food in the diet of civilized man. Eggs, not quite so efficient and somewhat less economical, take second place; the third place is occupied by animal organs, (if one cares to eat them) such as the liver, pancreas, kidneys, (and bones) the consumption of which by carnivorous animals and by carnivorous men (the Eskimos) explains why they can live and thrive

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Salaries up to $3,500 a Year

At the very start our graduates are paid $125 a month which with their allowance for room and board is the equivalent of about $200 a month. Promotion is sure and steady for the well trained Wireless man. One of our graduates has risen to $6,000 a year. Positions and pay are as follows: Supercargo and Wireless Operator—$175 a month; Radio Mechanic—$1500 to $2,000 a year; Radio Aid—$6 to $8 a day; Radio Inspector—$1500 to $3,000 a year; Radio Engineer—$6,000 a year up; Radio Draftsman—$7 to $10 a day.

U.S. Department of Commerce Recognizes N. R. I.

and allows its graduates 5 to 10 points credit when taking the examination for First Grade Government License. This school heads the printed list of reputable Wireless Schools recommended by the U. S. Shipping Board.

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If you are eager to travel, anxious to visit foreign countries, and increase your knowledge of world affairs, Wireless offers the chance of a life time. On shipboard you are rated as an officer. You need not travel unless you wish, but may secure a position at one of the many ever increasing land radio offices.

New Automatic Wireless Instrument Free

In addition to all necessary text books and other equipment with which we supply you, we furnish FREE to every student our marvelous new automatic Natrometer, which transmits Wireless messages in 600 different combinations, and can be regulated to operate at any speed from 1 to 30 words a minute.

It is complete with phones, etc., and is sent you in a neat carrying case. This instrument is operated entirely without the use of aerials and is used exclusively by the National Radio Institute to teach Wireless at home in the scientific way.

You receive the instrument after your enrollment; it becomes your personal property upon completion of our course.

Send For Free Book

Write today for FREE BOOK "Wireless The Opportunity Of Today" containing interesting and valuable information.

National Radio Institute
Dept. 497 Washington, D. C.

THE CALDWELL HEALTH HOME

Pasadena, California

Magnificently situated, near the mountains, and above the sea fogs; among orange groves and vineyards. No malaria or mosquitoes. Fasting, milk diet, hydrotherapy, chiropractic, and diagnosis from the eye. Grape cure and orange cure (in season).

Open air exercises. Sun baths every month in the year. Advice by mail. Macfadden's methods used. Write for circular.

SAVE YOUR BODY

Conserve Your Health and Efficiency First

"I Would Not Part With It for $10,000"

So writes an enthusiastic, grateful customer. "Worth more than a farm," says another. In like manner testify over 100,000 people who have worn it.



THE NATURAL BODY BRACE

Overcomes **WEAKNESS** and **ORGANIC AILMENTS** of **WOMEN** and **MEN.** Develops erect, graceful figure. Brings restful relief, comfort, ability to do things, health and strength.



Wear It 30 Days Free At Our Expense

Does away with the strain and pain of standing and walking; replaces and supports misplaced internal organs; reduces enlarged abdomen; straightens and strengthens the back; corrects stooping shoulders; develops lungs, chest and bust; relieves backache, curvatures, nervousness, ruptures, constipation. Comfortable and easy to wear.

Keep Yourself Fit

Write today for illustrated booklet, measurement blank, etc., and read our very liberal proposition.

Howard C. Rash
Pres. Natural Body Brace Co.
184 Rash Bldg., Salina, Kansas

For Boys and Girls Also

whereas a purely meat (muscle and fat) diet proves disastrous.

The vegetable group that is rich in these food essentials, and therefore called protective foods, includes all green leaves and the active cellular or growing tissues of plants such as string beans, asparagus tips and also the germ or heart of grains, the removal of which in fine flour milling or the polishing of rice renders the resulting products deficient foods.

If the diet of the adult be supplied with milk and leafy vegetables to a total quantity of one quart a day, from either or both groups, the remaining solid foods can be safely selected in almost any fashion consistent with palatability and economy.

Fruits and starchy vegetables are as a general class richer in salts and vitamines than the grains. Orange juice has long been used to protect artificially fed infants against scurvy. But fruits are expensive and ordinarily cannot be used in an economical diet except as appetizers. Tomatoes, a sort of vegetable fruit, is more economical than the tree fruits and berries. Bananas in composition class rather with the root vegetables being similar in composition to sweet potatoes. A diet of mixed fruits and starchy (root) vegetables together with whole grain and nut products would form a complete diet and many vegetarians have lived thereon. But such foods are not as rich in protective elements as the milk and leafy vegetables and hence one cannot depend upon their use in small quantities to overcome the deficiencies of the starch-sugar-fat-meat staples. Fruits and starchy vegetables may therefore be used or omitted according to their availability and price.

But the fundamental plan of the safe low cost diet is to begin with the milk and leafy vegetables. For instance start with a pint of milk and a pound of cabbage—and then add to this protective basis a sufficient amount—i. e. a weight maintaining quantity and moderate variety—of the most economical foods—those that have the greatest food values per unit of cost.

Cereals, whole or ground, but with the entire grain used in either case, always have been and presumably will always be the cheapest foods in the diet of man. Whole corn hominy or whole boiled wheat, where the grain itself may be obtained at farm prices, are the bed rock of food economy.

A pint of milk, a pound of cabbage and a pound of boiled wheat—a couple of ounces of sugar to make the wheat more palatable—and we have a day's menu, that will support life as well or better than the menu of the St. Regis Hotel. The one will cost, at farm price, ten cents a day, the other at city price ten dollars. In the city the simpler menu will cost twice as much for the milk, the chief item of expense and the whole wheat will be almost impossible to get at any price.

Here is a more varied menu that should be had at these prices in town if one can find the items in the market.

1 pint of buttermilk or skim milk	5 cts.
½ ounce of butter	2 "
½ pound cabbage slaw	2 "
½ pound kale	3 "
2 ounces picnic ham cooked with kale	3 "
¾ pound whole wheat boiled or corn meal as mush	4 "
2 ounces of sugar	1 "
	20 cts.

Essentially the same menu adapted to town commodities and with more concession to taste, might be as follows:

A pint of milk	8 cts.
A loaf of graham bread	10 "
A half pound of cabbage slaw	3 "
2 ounces of nut butter	4 "
A half pound apples or bananas	5 "
Total	30 cts.

Here is a fourth menu still a little more palatable:

2 ounces of chocolate	4 cts.
1 ounce of butter	4 "
1 pint of milk	8 "
½ pound of Graham bread	5 "
¼ pound beef	8 "
Flour gravy	2 "
1 pound of potatoes	4 "
½ pound of spinach	5 "
Total	40 cts.

Any one of the above menus is sufficient to support and adequately nourish an adult for one day, though there is a range of 400 percent in the cost as here set down, yet they are all relatively inexpensive compared to conventional cookery. The practical objections to such menus are that many of the items are difficult to secure, at least in cities, in the most simple and inexpensive forms. Whole wheat boiled and whole corn hominy are as good and palatable staple foods (when properly supplemented and safe-guarded by milk and greens) as any of the more expensive forms of manufactured cereals and bakery products. Yet these simple foods are not generally available to the city public for the very obvious reason that there is not sufficient profit for the middle man in their sale.

Because of these practical difficulties and also because these ultrasimple menus are rather too elemental for conventional eating habits, they are given rather as examples and suggestions of what may be done in food economy than as menus to be adopted as they stand. It is impractical to lay out specific menus for general application of the principles of food economy because many of the most economical foods are not available in all markets, and also because, especially at the present time, prices vary widely in different markets and vary wholly without logic or reason. I have during the present winter, found beefsteak selling in New York at 48 cents a pound and three blocks away found steak—probably cut

THE PAGE SYSTEM

THE PARENT SYSTEM OF NATURAL TREATMENT

Chas. E. Page, M.D.
The Pioneer "Naturalist"

of 120 Tremont Street, Boston, whose radical articles in PHYSICAL CULTURE, years before he ever thought of advertising, excited so much interest in CURATIVE TREATMENT, opposition to needless operations, etc., can be consulted at office or by letter for all diseases, chronic or acute. EVERY POSSIBLE AID to cure is brought to bear; EVERY KNOWN AID for the PREVENTION OF DISEASE AND SICKNESS taught.

Advertising: An Explanation; Not an Apology

Mrs. Diana Belais, one of the most brilliant and broad-minded women in America, President of The National Anti-vivisection Association and editor of "The Open Door" (Anti-vivisection Journal), writes as follows in the November issue:

Dr. Charles E. Page writes of medical advertising in so convincing a manner that I repeat it here where all may read and take heed to his sound reasoning:

"The really skilful and conscientious physician who teaches all the causes of disease, the means of prevention as well as of cure, is compelled to advertise widely; for such a doctor could never have business enough in any single community to support a family. He must depend upon many communities throughout the world, and to reach them he has to print the story of his healing work. People, in general, know nothing about these advanced ideas and are indifferent to them; hence the abnormal mortality throughout the world, because the prevailing treatment is irrational and harmful, the product of vivisection, serums and poisonous drugs."

TAKE NOTICE: NO OTHER PRACTITIONER of any school has had anything like my experience and success in treating disease. Ask the publishers of this magazine if you have any doubt of this.

Stomach-Ulcer, Operation, $300, CONDITION WORSE

THE STORY of a victim. Compare this with the case of the trained nurse described in my literature, only one of many.

Had he come to me he would have saved most of his three hundred dollars, and all pain, risk to life, and loss of time.

Prostatitis:

MANY MEN have this disease at 25; few at 45 to 50 escape it. It demands the most skilful local treatment, such as I am directing to scores of sufferers all over the country who apply it successfully with no inconvenience. Many men, hearty, and well every other way, have the disease which tends to bring disaster. "The White Booklet" tells the PROSTATE story. Mention this if so troubled.

MY SYSTEM-CLEANSING TREATMENT

MEANS PRECISELY WHAT THE TYPES SAY; it has worked successfully in the worst cases that ever came under a physician's care during the past 30-odd years. It applies to all known diseases WITHOUT EXCEPTION. Victims of wrong treatment especially need it.

LISTEN TO ONE WHO HAS PROVED THE ABOVE: ". . . . Your treatment has been beyond all monetary value. I THANK GOD that I found a physician who is, indeed, a physician, a REAL HEALER. I shall never cease to be grateful to you for your KIND SYMPATHY and SKILFUL ATTENDANCE."

Now, years later, he is a HAPPY MARRIED MAN and the PROUD FATHER of SPLENDID, HEALTHY CHILDREN. And this is one of many CURES.

"THE HEALING ART,"

sent free in plain envelope, tells the WHOLE STORY. Write Plain.

Dr. C. E. PAGE, 120 Tremont St., Boston

30 Days' Trial **BE WELL AND KEEP WELL** **30 Days' Trial**

THE ROCHE ELECTRIC HYGIENIC MACHINE

HELPS NATURE IN HER FIGHT AGAINST DISEASE AND PAIN

It increases blood circulation, strengthens and soothes the nerves, brings sleep to the sleepless

THE VIGOROUS MAN OR WOMAN IS LEADER OF ALL—Don't be a Dead One at 50



Your Sanitarium at Home

You cannot realize the benefits derived from this machine except you try it. One treatment will convince you of its extraordinary qualities. If you are suffering from paralysis, locomotor ataxia, vertigo, apoplexy, neuritis, rheumatism, lumbago, gout, hardening of the arteries or high blood pressure, be sure to investigate this machine. For it wards off and overcomes such ailments. Takes the place of exercise and hand manipulation. Gives your muscles firm elasticity. Be neither fat nor thin.

NORMALIZE YOUR WEIGHT

Do you realize what this machine means to one wanting in vital strength, or suffering from general weakness, nervous debility, insomnia, constipation, headaches or pains through the back and limbs? It is the only treatment for prostatic gland trouble, varicose veins or a goitre.

Remember our machines are not vibrators, but a genuine health-helping, life-prolonging apparatus. As electrical manufacturers we build high-frequency machines of special design including our new combination machine "High-Ray," or, in other words, "Violet Ray," which is operated from direct or alternating current, and two No. 6 dry cells furnish the pulsorating and atomical vibration. We know that we have overcome the possibility of accidents through short circuit which so commonly happens in cheap and inferior machines.

BOOK FREE



Invented and patented by Prof. J. B. Roche

Our machine should be in every home. Write for our free trial offer and testimonials. It is for men and women who want to become healthy, vigorous and efficient. Address:

ROCHE ELECTRIC MACHINE CO., Dept. P.C., Grand Rapids, Mich., U.S.A.

MAKE A MENTAL NOTE OF THIS

Every advertisement in PHYSICAL CULTURE is there because investigation has revealed its right to be. Which is just another way of saying that PHYSICAL CULTURE publishes only honest ads.

Are Your Eyes Weak?

Then Read These Letters!!



Wore Eye Glasses for Sixteen Years, Discards Them Entirely

I had decided for some time to write you a few words of praise for your wonderful Eye Course, but thought that I would wait until I entirely stopped wearing "Eye Crutches" as you call them.

I had been wearing glasses since I was eight years of age, and did not go a day without them. I am now twenty-four years old, and with just a little effort in practicing the exercises each day, have at last been enabled to discontinue wearing glasses entirely. It just took two months of your treatment to cure my eyes.

I wish to thank you, and say that I cannot express myself in words for my great appreciation.

With best wishes for your continued good work, I am

Very truly yours,
MRS. D. G. LEWIS,
Shreveport, La.

Writes This Letter Without Glasses After Only a Week's Trial

Enclosed you will please find money order in payment of course in "Eye Strengthening." I am convinced that this money is the best investment I have ever made. I received your course last Saturday, and followed the advice in putting aside my spectacles. Last Sunday gave me a good opportunity to begin the exercises, and when you consider that I have been wearing spectacles for twenty years, that was to my mind an achievement. Always having been instructed to wear my glasses being in danger of losing my sight, I am writing this letter without specs, and although, I cannot see very plainly, by writing large I am able to read it all right.

Yours truly, WM. G. NERN,
1155 19th St.,
Milwaukee, Wisc.

Course Is Worth More Than Gold to Her

The Course, "Strengthening the Eyes" at hand, and I am sending money order for which I will keep the Course. It is worth more than gold.

Yours for health,
GRACE GUYER,
3116 E. 7th St.,
Long Beach, Cal.

His Sight Is Better Than It Has Been in Years

It may be interesting to you to hear that I have been able to discard my glasses and my sight is better than it has been in years. I would like to know how long the various strengthening exercises should be kept up. The glasses I discarded were for astigmatism, and were right eye 1-25,30 and left eye 1-25,120.

Again thanking you for sending me the books on "Eye Training," I remain,

Very truly yours,
R. D. ROBERTSON,
1100 Evergreen Ave.,
Plainfield, N. J.

Vision Improved One Hundred Per Cent in Two Months' Time

I have been following the precepts of your book for two months and my vision has improved 100 per cent.

When I started at ten feet I could barely see the largest letter. Now I can see the second size letter which is one-half the size.

Yours truly,
L. MEHLER,
Waynesboro, Va.

Would Recommend Our Eye Strengthening Course to Anyone Who Wears Glasses

I am getting along with the Eye-training Course. Must say, have had good results and would recommend it to any one who wears glasses. Yours truly,

WM. S. GRINDELL,
1515 Myrtle St., Scranton, Pa.

Our files are filled with just such letters of grateful appreciation as those we publish here.

"STRENGTHENING THE EYES"

is a complete course in Eye Health Building. Prepared by Bernarr Macfadden in collaboration with one of the world's leading eye specialists. The lessons are simple. They are practical. And best of all, they produce beneficial results almost immediately. As evidence of this fact we call your special attention to Mr. Nern's letter, published above. Mr. Nern was able to discard his spectacles after only one week's use of the course.

Facts About the Eyes

The eyes are controlled by nerves and muscles, just the same as other parts of your body. You know that your arms or your legs or your hands or neck or back can be strengthened by exercise. If that were not so, half the people in the world would be going around on crutches. Well, why put crutches (that's just what glasses are) on your eyes when they grow weak? Why not try exercise?

Hundreds of people have been able to discard their glasses as a result of sending for Mr. Macfadden's Course in Scientific Eye Training. It is probable you can do the same. Why not try?

---FREE TRIAL COUPON---

PHYSICAL CULTURE CORPORATION,
Dept 3, 119 West 40th St., New York City

Entirely at your risk you may send me your course of Eye Exercises, charges prepaid. I am enclosing $5.00 which is to be accepted by you solely as a deposit.

It is understood if after trying the course for five days I decide not to keep it you will immediately refund my $5.00 upon return of the course.

Name.....

Street.....

City.....State.....

We Take the Risk

We would like to have every reader of PHYSICAL CULTURE who is afflicted with poor eye-sight try Mr. Macfadden's Eye Training methods. For this reason we have arranged a plan whereby you can have the course sent to you on approval with the privilege of practicing the exercises for five days before deciding whether or not to keep it.

The price of the course has been purposely made very low so as to be within the reach of every person—only $5.00 postpaid.

If your eyes are weak, can you afford to ignore this offer and all that it may mean to you?

JUST MAIL THIS COUPON.

from a different portion of the carcass but equally tender and palatable—selling at 25 cents.

Next to the whole grains on the scale of absolute economy, come graham flour and cornmeal; the simplest use of both products is in the form of mush porridge, though either used in breads represent a low cost of material if one is not to reckon with the labor cost of bread making.

Rolled oats and rice, preferably unpolished, follow in the order given. Beans and peas considered as cereals—for the meat substitute idea is all wrong—rank in our list of economical foods, according to local price, along with the more expensive cereal foods.

Fancy package cereals may easily prove deceptive as economical foods. Check the weights of such and compare them with the price of bread, counting three pounds of dry cereal equalling four pounds of bread. Also check your cereals for economy against potatoes, counting one pound of dry cereal, or a pound and a quarter of bread, equal to four pounds of potatoes.

At present retail market prices in New York City many of the normal relations of food value are absurdly disturbed. Sugar, a more refined and more tasty food, always has, in the past, been more expensive than grain products. Yet at this writing it is eight cents a pound retail, while bread is ten cents, and a pound of sugar contains as much food value as a pound and a half of bread.

Chocolate and cocoa usually expensive foods, are at present almost absurdly cheap. A fair grade of chocolate in cake form can be bought retail now in New York for thirty cents a pound. It has twice as much food value per pound as bread, hence is but little more expensive. Used with milk in the form of drinking chocolate, or made with condensed milk into home made milk chocolate candy, it certainly forms a very appetizing addition to an economical diet.

Meats, outside the Arctic region, never have been economical foods. Logically they never should be, as it takes from five to ten pounds of grain to produce one pound of meat, and the meat, pound per pound, is less nutritious. However, at present prices of from twenty to thirty cents a pound meats are relatively cheaper than they have ever been within the writer's memory. Meat, especially pork at 22 to 25 cents a pound, is considerably cheaper than milk at 16 cents a quart, but it is not as good a food, and should be used as an addition, not as a substitute for milk. Meat may be wisely abstained from altogether if dairy products and eggs are freely used. Meat is still more expensive than the cheaper vegetables and cereals. However at present price levels meat can be used in moderate quantities without much loss of economy, a fact which will please most people who cannot accustom themselves to a meatless diet.

Fats and oils are worth in food value about two and a half times the price of dry cereal. Vegetable fats in the form of nut butter now retailing at 35 cents is just about equivalent in economy to bread at ten cents a loaf. Lard at 25 cents a pound is cheaper than bread. Pure fats, with the exception of butter, are deficient in all vitamines and minerals. They are only safe to use when the diet is protected by the milk and the green vegetables.

Butter contains one important vitamine. Butter is not essential if plenty of milk and green vegetables are used. Full cream cheese at 35 cents a pound is a better bargain than butter at 60 cents. In fact cheese should always be used freely in the diet whenever it is materially cheaper in price than butter. The 16 ounce can of condensed (evaporated) milk has a little more food value than a quart of fresh milk. When the can is selling cheaper than the quart, the canned milk should be used in cookery. However, buy fresh milk for drinking and especially for the children as the vital quality of milk is somewhat impaired by condensing and preserving.

For safety always use at least a pint of milk a day, and preferably a quart, for each person.

Secondly, alway suse about a pint of fresh vegetables or fruit. This is more essential if the milk be in smaller quantity. Vary the vegetables and fruits and do not fail to include a large portion of leafy vegetables.

Next use a goodly quantity of cereals, in as near their elementary form of whole grain as possible; whole boiled wheat, or Graham flour products are cheapest and best.

Use butter in small quantities, if there is any shortage of the prescribed quantities of milk or green vegetables—but if these are sufficient, nut butters or other fats are cheaper and will be all right.

Use meat in moderate quantities unless more milk, or cheese or eggs are used.

Sugar at ten cents a pound is cheap. Use it.

Use fruits and starchy vegetables for palatability and variety, but they are only economical when worth five cents a pound or less.

Dried fruits are as economical as the fresh even though they cost six or eight times as much per pound, or three or four times as much as root vegetables.

Potatoes at three cents a pound about equal bread at ten cents a loaf. Lastly, eat only enough to maintain your weight, reduced to solid muscle. *"Full fed" or fat bodies are uneconomical and inefficient.*

How Much Should I Eat?

Look for this interesting and helpful article next month, based upon a practical system of maintaining the correct bodily weight.

I'll Teach You Piano In Quarter Usual Time

To persons who have not previously heard of my method, this may seem a pretty bold statement. But I will gladly convince you of its accuracy by referring you to any number of my graduates in any part of the world.



DR. QUINN AT HIS PIANO

From the Famous Sketch by Schneider, Exhibited at the St. Louis Exposition

There isn't a State in the Union that doesn't contain many skilled players of the piano or organ who obtained their training from me *by mail.* I have far more students than were ever before taught by one man. Investigate by writing for my 64-page free booklet, "How to Learn Piano or Organ."



My way of teaching piano or organ is *entirely different* from all others. Out of every four hours of study, one hour is spent *entirely away from the keyboard*—learning something about Harmony and The Laws of Music. This is an awful shock to most teachers of the "old school," who still think that learning piano is solely a problem of "finger gymnastics." When you *do* go to the keyboard you accomplish *twice as much,* because you *understand what you are doing.* Within four lessons I enable you to play an interesting piece not only in the original key, but in all other keys as well.

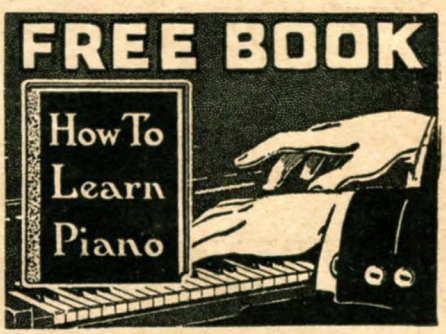
I make use of every possible scientific help—many of which are *entirely unknown* to the average teacher. My patented invention, the COLORO-TONE, sweeps away playing difficulties that have troubled students for generations. By its use Transposition—usually a "nightmare" to students—becomes easy and fascinating. With my fifth lesson I introduce another important and exclusive invention, QUINN-DEX. Quinn-Dex is a simple, hand-operated moving picture device, which enables you to see, right before your eyes, every movement of my hands at the keyboard. You actually see the fingers move. Instead of having to reproduce your teacher's finger movements from MEMORY—which cannot be always accurate—you have the correct models before you during every minute of practice. The COLORTONE and QUINN-DEX save you months and years of wasted effort. They can be obtained only from me, and there is nothing else, anywhere, even remotely like them.

Men and women who have failed by other methods have quickly and easily attained success when studying with me. In all *essential* ways you are in closer touch with me than if you were studying by the oral method—yet my lessons cost you only 43 cents each—and they include all the many recent developments in scientific teaching. For the student of moderate means this method of studying is *far superior* to all others, and even for the wealthiest students there is nothing *better* at *any* price. You may be certain that your progress is at all times in accord with the best musical thought of the present day, *and this makes all the difference in the world.*

My course is endorsed by distinguished musicians who would not recommend any course but the best. It is for beginners or experienced players, old or young. You advance as rapidly or as slowly as you wish. All necessary music is supplied without extra charge. A diploma is granted. Write today, without cost or obligation, for 64-page free booklet, "How to Learn Piano or Organ."

Marcus Lucius Quinn Conservatory of Music

Studio PC23, 598 Columbia Road, Boston, 25, Mass.



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Please send me, without cost or obligation, your free booklet, "How to Learn Piano or Organ," and full particulars of your Course and special reduced Tuition offer.

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Maintain the Chemical Equation of the Body!



Your body is "of the earth earthy." It consists of vitamines and 12 essential minerals—iron, phosphorous, calcium, silicon, etc. The unbalancing of the proper equation or proportion, lessening these mineral salts in the blood, is sure to cause pains and aches and to develop disease. Drugs never have or never will restore the parity nature intended and which nature demands. Know the secret of good health. Write for proofs or better still send $1.50 for a 3-lb. can of Tyler's Macerated Wheat, the natural food that keeps your body as nature intended. Prepaid everywhere. A Guaranteed cure for constipation. Money back if fails. Saves food.

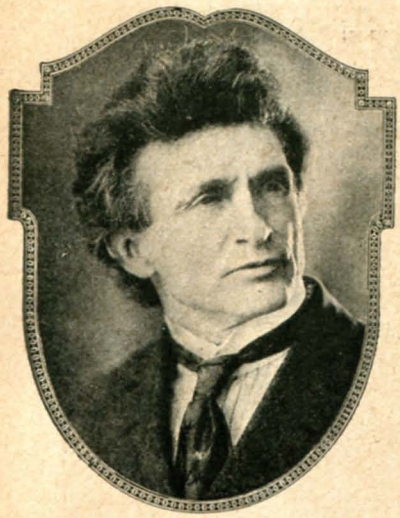
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10% Dividends Paid in 1920



O. J. ELDER
Vice-President and Business Manager



CARL EASTON WILLIAMS
Editor—Physical Culture

During the first part of last year we gave our readers an opportunity to secure a part of the one hundred thousand dollar allotment of stock which our corporation put out at that time.

This allotment was quickly sold, and those who took advantage of our offer have already had two five per cent dividends declared on their stock.



JOHN BRENNAN
Editor of the True Story Magazine



CHARLES MENDEL
Managing Editor and Director of Printing

You are here presented with another chance to secure a part of a second allotment of ten thousand shares, which we are now offering to our friends.

We have every reason to believe that this allotment will also be quickly sold. Therefore, if you have any funds which you would like to invest profitably, be sure to let us hear from you immediately.

The Physical Culture Corporation is now one of the big publishing enterprises of the country and growing every day.



HAROLD ARTHUR WISE
Advertising Manager of the True Story Magazine

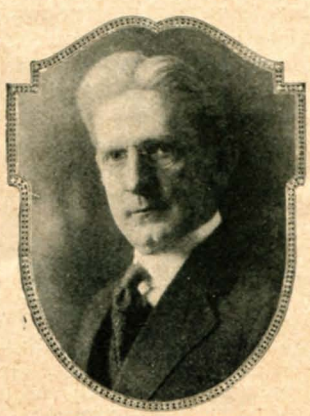
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Don't Speculate—INVEST!



"While money can be earned by labor, it can be multiplied only by INVESTMENT."

THIS quotation is time proven. Of your own knowledge you must realize its truth. A dozen times—or more—you have read of the luxuries you *might* be enjoying today IF you had gotten in on the ground floor of Standard Oil or the Ford Automobile Company with $1,000.

Today, it is too late for you to make a fortune on these two stocks. The golden opportunity has passed. But it is never too late to learn the lesson these facts demonstrate.

You can deposit your savings in a bank and get 3½% or 4%. Those who *invested* their savings in Physical Culture Corporation will earn 10% the first year. 5% was paid on the first six months' business. Some may have borrowed money at 6% in order to make this investment. It was good business to do so.

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Physical Culture Magazine

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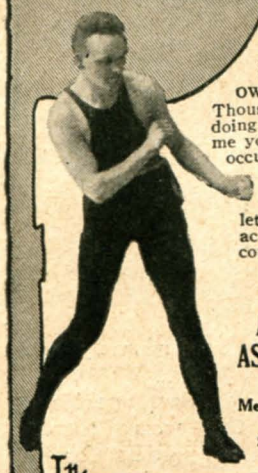
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The Singing Voice—How to Develop It

(*Continued from page* 35)

forget his body and concentrate on the perfection of his breathing actions. If he tries to take any set position, his muscles will naturally become stiffened in this position much as if he had been formed in a mold. Tenseness in the slightest degree, even, is dangerous to the proper use of the voice. The body must be relaxed. By breathing properly and producing a beautiful tone, the physical and psychological effects on the poise of the body will give the correct positions without the singer having to think about them.

Note the erect position of the body, shoulders well back and chest well forward, as shown by the first two illustrations. Proper attention to the breathing exercises produce this posture and guarantee the muscles of the throat will be relaxed. Illustration three emphasizes absolute necessity for throat relaxation. Without entire passivity of the muscles here shown it would be impossible to produce a correct tone.

Exercise

The first exercise is an enlargement on the Whispering Exercise mentioned last month. With the same *strong* outbouncing of the diaphragm, speak these same vowels with the very smallest tone imaginable. Use a slightly higher pitch of voice than your usual speaking voice, but, nevertheless, let these be spoken rather than sung. As you practice this, feel of the muscles of the throat and under chin to see that they are still just as relaxed as they were when you merely whispered. Remember, the strong diaphragmatic action and absolutely no throat action. When you have accomplished that, you have made a fine start. Devote at least five minutes night and morning to this exercise. The breathing exercises, of course, will still be continued.

Humming Exercises

I am now come to the directions for humming exercises. Before taking up the subject, however, I must give a word of warning in regard to them. Humming can be a very dangerous activity, or it can be very helpful, all according to the manner in which it is done. Elasticity is absolutely necessary to produce the strength for a correct tone. If, in humming, the slightest rigidity is maintained, the voice is in danger of misplacement. Therefore, the pupil must be careful not to stiffen the muscles in a mistaken effort to push the tone forward. The accompanying illustrations show positions which allow elasticity of action.

With the body in the position as

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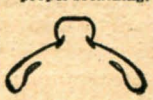
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snown in illustration number four, the mouth closed, produce the sound of humming. Insure yourself an open throat by means of relaxing the muscles of the throat. Allow complete resonance from all the air chambers to become active. Practice this some little time with the mouth shut.

Illustration five shows the next step. After practicing humming for a length of time with the closed mouth, continue the exercise with the mouth open. This may be difficult at first, but after some practice it will come with comparative ease. Devote sufficient time to this exercise to master the art of humming with the mouth pen. Humming, as described in these past exercises has been the mere formation of tone without thought of any specific vowel sound.

Illustration six shows the correct position for beginning the vowel work. Begin by humming with the mouth closed. Continue with the mouth slightly opened gradually merging the sound into "oo" as in mood or spoon.

If the tone is properly placed, you can close the nose with your fingers and there will be but slight if any change in the tone. The tone should vibrate from the cavities located near and about the top portion of the nose which are known as sinuses or resonance chambers. If the action is correct, the fingers, placed on top of the nose as in illustration seven, will feel the tone vibrations.

In taking this exercise, great care must be taken that the body is entirely relaxed with the exception of the respiratory muscles used to force the air upwards. The muscles of the throat should also be wholly relaxed. If there is any tension at this point, a proper tone cannot be produced.

Practice on this "oo" sound up and down the scale starting at about F and above middle C. It is better to do this work at the piano if possible, and work up and down by half tones within the easy part of the natural range. Let there be no added effort for change of pitch and above all, keep the throat muscles relaxed. Feel of them often as is shown in illustration three. Just as much time as is available should be given to this work, for it is part of the very foundation. Illustration eight shows the parts of the abdominal regions which should be contracted in the making of a perfect tone. These muscles really perform all of the work of singing and are the only ones which should *not* be relaxed.

Vowel Sounds

Song is based upon the vowel sounds. It is the vowels alone that are capable of carrying sound. The consonants are sound modifications gained by special mouth, teeth, and lip formations and so on. They tend to hinder a pure tone. Fortunately, it is unnecessary for the singer to give them any attention whatso-



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ever. Very carefully concentrate on the vowels, and the consonants will take care of themselves.

But not even all of the vowels lend themselves to artistic tone.

The "oo" sound which you have been practicing is the easiest to place. By this time, you should be making this sound up and down the scale very creditably. So far, you have made the tones small and light. Try now to make them a little louder. This is done by increasing the pressure with the diaphragm. Make the "oo" sound—sing "moo" if you like, and find it easier—with a small, beautiful quality and then increase the diaphragmatic pressure. See how the tone swells? That is as it should be. But be very careful that you put pressure nowhere save at the diaphragm. Are the throat muscles still entirely relaxed? They must be. Do not proceed until you have mastered the principle of the relaxed throat.

The next easiest sound to place is "O" as in told.

Starting in the middle range, sing "moo" and gradually change it to "O" without the slightest deviation in the placement of the tone. One tone must merge into the other without the slightest break or noticeable change in the continuity. Do this same exercise up and down the scale by semi-tones. Again, sing "moo—O—oo" seeing that there is no change in quality during the transitions. Next, add to this the exercise of swelling the volume of the tone through the strong diaphragmatic pressure reducing the volume again gradually.

These two vowels—"oo" and "O"—are the basis of your diction. These take on, more readily than the others, the overtones which are requisite for a rich, fine quality.

There are three sounds which are highly detrimental to the life and health and future of the vocal chords. They are "a" as in ate; "e" as in eat; and "a" as in father. I would particularly stress this latter because so many teachers use it and claim that it is part of the Old Italian method. This is not the fact. None of the great singers would think of singing a broad "a" unmodified. It is positively destructive to voice to do so.

Give to all of the vowels a coloration or shading of "oo" and "O." Keep some of the sound of these in all vowels, and all of the quality. At first, this coloration, especially in the case of the three sounds mentioned above, should be exaggerated. Later on, it will be possible for the student to make them in more open form without any receding of the tone placement.

Having reached this point, it is now well to do a little declamation each day. Work on such phrases as "to be or not to be"—things which are rich in vowel sounds, making it a point to color all of them as already indicated.

The student can now begin simple folk songs and ballads. Care must be taken

in choosing these. Let them be within the most comfortable register of the voice, and of a slow, gliding movement. You are not ready yet to carry the correct placement with rapid change of pitch. Work earnestly for a beautiful quality, and do only such things as you can accomplish in your best voice.

A list of songs suitable for use by the average student at this stage of his preparation is given. Others of the same general style may be substituted. Remember, the real object is still vocal exercise rather than song interpretation and let your entire effort be toward applying the principles already outlined to the song selected. The following simple, beautiful songs are suggested as being particularly suitable for application of the principles of voice placement by student beginners.

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Drink To Me Only With Thine Eyes—Old English.
In the Time of Roses—L. Reichardt.
Annie Laurie—Old English.
Mother Mine—Mana Zucca.
Passing by—Edward Purcell.
Anthology of Italian Songs of the 17th Century, Vol. 2—Schirmer, Pub.

Written for High Voice

Songs My Mother Taught Me—Dvorak.
Last Rose of Summer.
If Flowers Could Speak—Mana Zucca.

Written for Medium Voice

All Through the Night—Welsh Folk Song.
If Flowers Could Speak—Mana Zucca.

Written for Low Voice

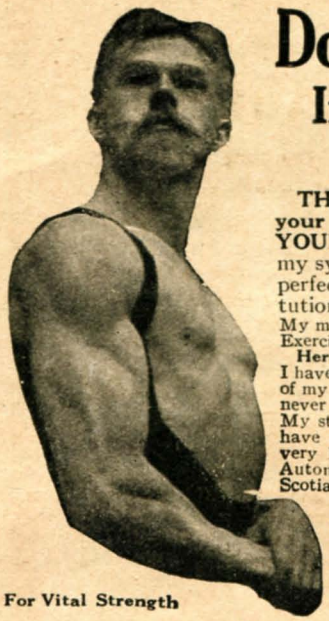
Deep River—Harry Burleigh.
In Questa Tomba—Beethoven.
I'm Wearin' Awa' To the Land o' the Leal—Arthur Foote.

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How Sherwin Cody's New Invention Improves Your Speech and Writing in 15 Minutes a Day

How to find and correct your mistakes in English. How to speak and write with clearness, force, and conviction. A remarkable patented method which men and women in all walks of life are using with great benefit. For employers and employees. For college men as well as for those who have not gone through grade school or high school. For improving your business and social standing. NO MATTER WHAT YOU DO YOU MUST LEARN TO SPEAK AND WRITE MASTERLY ENGLISH IF YOU WANT TO ATTAIN YOUR GREATEST POSSIBILITIES.

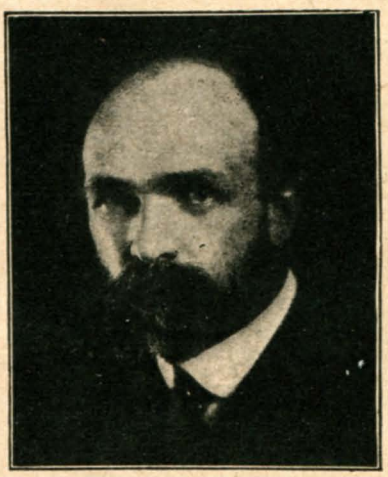
MANY people say, "Did you hear from him today?" They *should* say, "Have you heard from him today?" Some say, "I didn't get your answer yet," instead of, "I haven't got your answer yet." Some people spell calendar "*calender*" or "*calander*." Still others say "between you and I," instead of "between you and me." It is astonishing how many people use "who" for "whom" and mispronounce the simplest words. Few people know whether to spell certain words with one or two "c's" or "m's" or "r's" or with "ie" or "ei," and when to use commas in order to make their meaning absolutely clear. And very few people use any but the most common words — colorless, flat, ordinary. Their speech and their letters are lifeless, monotonous, humdrum. Every time they talk or write they show themselves lacking in the essential points of English.

Your English Reveals You

Does your English help or hurt you? Do you write and speak correctly or do your errors reveal and handicap you? Every time you talk, every time you write, you show what you are. When you use the wrong word, when you mispronounce a word, when you punctuate incorrectly, when you use flat, ordinary words, you handicap yourself enormously. Words are the driving, compelling forces in business. Ideals cannot be expressed except in words. An unusual command of English enables you to present your ideas clearly, forcibly, convincingly. Your English is the weapon you use every day to help you improve your business or social position. If it is correct it helps you. If incorrect it hurts you more than you will ever know, for people are too polite to tell you about your mistakes.

Stop Making Mistakes

For the past five years Mr. Cody has been working almost day and night on the study of the problem, "How to make correct habits in speaking and writing stick in your mind." He appealed to school superintendents, and 150 of them placed classes at his disposal for experiment. He appealed to great corporations, and they let their employees be tested so Mr. Cody would know how accurate they really were. He was amazed to discover that the average person in school or in business is only 61% efficient in the vital points of English grammar. After countless experiments Mr. Cody finally invented a simple method by which



SHERWIN CODY

you can acquire a better command of the English language in only 15 minutes a day. Now you can stop making the mistakes in English which have been hurting you.

Sherwin Cody's Self-Correcting Method

Mr. Cody was granted a patent on his unique device, and now he places it at your disposal. You do the lesson given on any particular page, then you see just how Mr. Cody would correct that paper. You mark your errors and check them in the first blank column. Next week you try that page again, on the second unmarked sheet, correct your errors, and check them in the second column. You see at a glance what you have failed to remember, and at the bottom you compare your average with that of grammar school graduates, high school graduates, and experienced stenographers, until you have reached the 100% point in spelling, punctuation, grammar, expression and grammatical usage.

Learn By Habit—Not By Rules

Mr. Cody has applied scientific principles to teaching the correct use of our language. He made tens of thousands of tests of his various devices before inventing his present method. In all his tests he found that the trouble with old methods is that they do not stick in the mind. Rules are memorized, but correct habits are not formed. Finally the rules themselves are forgotten. The new Sherwin Cody method provides for the formation of correct habits by constantly calling attention to the mistakes you make.

Only 15 Minutes A Day

One of the wonderful things about Mr. Cody's course is the speed with which these habit-forming practice drills can be carried out. You can write the answer to fifty questions in 15 minutes and correct your work in 5 minutes more. The drudgery and work of copying has been ended by Mr. Cody. Moreover, you do not have to go through page after page of material with which you are familiar. You concentrate always **on your mistakes** until it becomes "second nature" to speak and write correctly.

Write for Free Book

A booklet explaining Mr. Cody's remarkable Course in Language Power is ready. If you are ever embarrassed by mistakes in grammar, spelling, pronunciation or punctuation, if you cannot instantly command the exact words with which to express your ideas, this book will prove a revelation to you.

A polished and effective command of the English language not only gives you the stamp of education, but it wins friends and impresses favorably those with whom you come in contact. Many men and women spend years in high school and years in college largely to get this key to social and business success. And now a really efficient system of acquiring an unusual command of English is offered to you. Spare time study—15 minutes a day—in your own home will give you power of language that will be worth more than you can realize.

Write for this new free book, "How to Speak and Write Masterly English." Merely mail the coupon or a letter or even a postal card. You can never reach your greatest possibilities until you use correct English. Write today for the free booklet that tells about Mr. Cody's simple invention.

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THE MIRACLE OF MILK

Drinking Your Way to Health!

By **H. B. GALATIAN, M. D.**



Dr. Harry B. Galatian

IF you should meet a friend on the street whose appearance indicated that he was in the grasp of some chronic disease—who was pale, thin and haggard, with a "keeping up to save funeral expense" air about him, and then a few weeks hence should meet the same man, and this time his erect bearing, steady stride, and robust condition indicated perfect health, you would feel like asking whether he had found the proverbial "Fountain of Youth." The chances are he would tell you that he had been drinking of that fount from which issues the white waters of youth, health and strength—**milk.**

"Cure Alls" have been ridiculed and derided by those who subscribe to that foolish maxim—"What is one man's food is another's poison," but if we also stop to consider we will remember that we are all created in the same image and all have the same physiological functions, and are all subject to the same disease, and the one method that has come nearest to curing all cases of disease—is milk. I believe if I were told that I must select one method of treating disease, and only one, and must discard all other methods, I would ask to be allowed to retain the exclusive milk diet.

This conclusion is not based on the results obtained in a few selected cases, but after many years' experience in prescribing the milk diet, both in private and institutional practice. . . .

One case I will mention because of its immediate interest, is that of a man whose normal weight should be one hundred and forty pounds, but who weighed but ninety-two pounds when he began treatment. His heart and lungs were in good condition but his alimentary tract and nervous system were in a sorry state. For years there was no bowel action without medicine or enemas. There was a chronic gastritis and almost entire atonicity of colon and intestines, and because of the distress incident to eating he had reduced his diet to mere nibbles, which meant that he was practically fasting. His circulation was so sluggish that he suffered severely from cold, and he was bundled up in a thick suit of underwear, two suits of clothes, a sweater and overcoat, and only after several days on the milk diet could he be induced to discard any of the excess clothing, even while indoors. His memory was practically gone and his mind a confusion of ideas. He had tried treatments galore—from medicine to electricity, from spinal manipulations to diet—and was slowly starving to death. The milk treatment was prescribed. And with what results? He has gained twenty pounds and will continue to gain. There are regular bowel actions without artificial aid of any description. All of the superfluous clothing has been shed. He can walk long distances and take other exercise. His memory has been regained, his mind is clear, and he is in every respect a different person.

Another case came to me weighing one hundred pounds. This man suffered from extreme physical weakness, mental lethargy, and chronic constipation. There was also inflammation of the bile ducts, with retention of bile. Milk was again the prescription, This patient gained twenty-five pounds and was entirely relieved of the liver trouble, his skin becoming pink, his strength increasing, and the constipation remedied. He was advised to continue the milk after returning home, and his weight increased to one hundred and forty-five pounds. He has returned to his regular diet and is still well.

Another interesting case is that of a young man who had been having one or two epileptic seizures each week. He took the milk diet for several months, and when I again saw him a year afterward, he told me he had only one attack in the year, and that, a few weeks previously, induced by overeating of cake and ice-cream at a Sunday School picnic. Milk is undoubtedly the best diet for epileptics.

That the exclusive milk diet is literally a life saver is attested by the case of a young lady who had been told that she would be dead in less than a year, because of anemia. Her hemoglobin was less than fifty per cent, and the red cells one-third of normal. Today she is alive and well, red cells and hemoglobin normal, and thirty pounds heavier.

These few cases are mentioned not because they are unusual, as such results are common with the milk diet, when it is taken correctly, but to stimulate those who have not tried the diet, to do so.

How does milk cure? Milk cures only because it furnishes elements which are badly needed to make new blood. Milk is an easily digested and assimilated food containing ample amounts of all substances required for growth of tissues and organs, and repair of worn-out cells. When taking milk one does not have to worry about combinations or whether this element or that element is being supplied. They are all there in the milk, in living organic form, and the sick body uses them to the best of its ability.

There is no chronic disease in which the exclusive milk diet should not be used. It has long been the standby in wasting diseases, but it should be employed in all chronic ailments of whatever nature. I believe that the person who knows how to use the milk diet has a regimen at hand that can be used in any form of acute and chronic ailment, and even should necessity in disease never arise, a few weeks of milk diet every year will keep any one well, give renewed energy, greater resistance to disease, a cleaner complexion and a better feeling of bodily comfort than any spring tonic or blood purifier ever compounded.

I will close this article by quoting the beautifully expressed tribute to the cow, by Gov. Frank O. Lowden, of Illinois, in a pamphlet issued by the Illinois Department of Agriculture.

> "The cow is a most wonderful laboratory. She takes the grasses of the pasture and the roughage of the field and converts them into the most perfect food for man. In that food there is a mysterious something which scientists have found essential to the highest health of the human race and which can be found nowhere else. Men have sought for centuries the fabled fountain of youth. The nearest approach to that fountain which has yet been discovered is the udder of the cow."

The above is from an article by Dr. Galatian

that appeared in a recent issue of PHYSICAL CULTURE. Its appearance created a tremendous demand for further information concerning the milk diet treatment for building up run-down bodies. To supply this knowledge we have had prepared a complete course of instruction in the Milk Diet Treatment, comprising six lessons. This course is the joint work of Bernarr Macfadden, the world renowned Physical Culture Authority, and Dr. Charles Sanford Porter, America's leading Milk Diet Specialist.

This course makes it possible for any person to take the Milk Diet Treatment without the necessity of going to a sanitarium for the purpose. It puts the treatment at the disposal of every person that needs it. Its practice, as laid out in this course, need not interfere in any way with the regular routine of your daily life.

If you are weak, run down, in the grip of a chronic disease, or are engaged in any way in a struggle for health YOU NEED TO KNOW THE MILK DIET TREATMENT. In all probability it will be the means of solving your health-problem.

You need only to subscribe to the PHYSICAL CULTURE Magazine for one year at $3.00 and the complete course will be sent you for an additional $1.00 making $4.00 in all. In one year's issues of the PHYSICAL CULTURE MAGAZINE you will receive the equivalent in reading matter of 25 standard-sized volumes. They include over 1,000,000 chosen words by writers who know, and over 1,000 attractive beautiful engravings. All combined in one year's subscription to PHYSICAL CULTURE. The value to you and to your famly's health and the new zest in life will be far beyond any price.

Just sign the coupon attached and send to us accompanied by a $4.00 remittance. The six Milk-Diet lessons will go forward to you by return mail together with the current number of the PHYSICAL CULTURE MAGAZINE. If after receiving it, you do not consider it one of the best investments you ever made, just say so, and we will quickly refund your money.

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I enclose $4.00 for which send me the complete Macfadden-Porter Milk Diet Course and enter my name for a year's subscription to PHYSICAL CULTURE as per your offer.

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Be the Woman You Were Meant to Be!

YES, you can become the woman you were meant to be—charm, buoyant health and vitality are your birthright. You can have them if you will—you can start today and in a short month be well on the way of having all these things you wish for. No drudgery, no constant self-denial. Send the coupon below TODAY. Learn how easy it is to be healthy, happy and charming. Learn how to succeed from the very start.

How Any Woman May Acquire Buoyant Health

There is just one way to gain—or retain—womanly health. But it is an *easy* way. The woman who accepts it is on the high road to health, happiness and attractiveness to others. You only need to know and apply a few natural principles. This necessary nature-knowledge is at last offered in a simple, understandable form. You may now obtain it without delving deep in the realms of science.

The Whole Secret of Personal Attractiveness

—is health. Your outward appearance depends—entirely—on conditions within. With the right information, you can make those conditions bring about *astonishing* results. Here is the way:

The new Olympian method reveals to you what *makes* a supple body, a bright eye, clear skin, healthy hair—and it becomes absurdly easy to develop them. You learn just what causes ailments you may now accept as a woman's lot—and eliminate them, naturally.



Personal Self-Development

The benefits of the Olympian course are by no means merely physical. You are shown along the way of right thinking and correct living. As you gain physically you will discover remarkable improvement in your personality itself — charm, grace, poise, self-confidence. These important elements of the personal charm which is essential to complete happiness, are brought out and developed by the Olympian system.

What You Can Accomplish in a Month

By this plan, you can make surprising progress in bodily health and mental comfort. Constipation, for instance, is easily ended. Worrying can be cured. Surplus weight is removed without denying one's self the dainty desserts or other pleasurable foods. Wonders are worked toward a more shapely form, graceful contour and carriage—without *punishing* the system.

Try to realize this: by the method here offered, you will see results *in a week*. Thirty days will be a positive revelation.

Mysteries of Motherhood

Successful motherhood; adorable children. Thoroughly explained. What to believe—and not to believe. Preparation for motherhood. Exercises for mother and child. Important things, so little understood. Sex truths. Wonderful benefits in this department.



Just Three Things Can Cause Luxuriant Hair

You'll learn many surprising things about yourself.

Only three things can cause—or prevent—healthy, plentiful hair. They are soon understood. Not to know them is a pity.

What you will learn about *nutrition* will enable you to make your weight almost what you will.

Do you know that the average woman is but 55% efficient? Why? How easily efficiency is increased?

—That a *mental* tumor may be the cause of a bad complexion or an aged expression? That a *chair* in your home might be the sole reason for unpretty back or shoulders.

Too little sleep—or too much—makes trouble; find out just how many hours you should sleep. And what baths, air, clothing can do for your color and skin.

Sent FREE for Examination!

You need not send a penny. Simply send your name and address on the coupon. We will send you at once, prepaid, complete text in 4 volumes, 16 illustrated and descriptive charts, outline guide, and first month's discussional lecture. (12 of these lectures comprise the monthly service that is included in the Olympian course.) Examine this carefully in your home. Judge for yourself its remarkable value to you.

Use the material for five days. If you feel that the definite benefits you can obtain from the course are worth many times its cost, send us initial payment of $1.00. Balance of the tuition is distributed in small amounts of $3.00 payable each month for 12 months, during which you are in close touch with the Olympian Society and under expert guidance and counsel. If you are not perfectly satisfied return the material to us and the trial will not cost you one cent.

For your own sake don't miss this chance to find out all about the Olympian Course. No advance payment—no obligation to you. *Send the coupon today!*

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Please send me, prepaid, complete text and material for examination. Within five days of its receipt either—

(1) I will send enrollment fee of $1.00 and agree to pay tuition of $3.00 per month for 12 months,—or

(2) I will return the text and complete material at your expense and with no obligation to me whatever.

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